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The Modern Highway

Published Monthly by

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JEFFERSON HIGHWAY ASSOCIATION

FEBRUARY, 1920

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T.R.

BLAZED TRAILS

OVER BEST ROADS

TO AND FROM

Donaldson's

MINNEAPOLIS

JH

STATE TRUNK HIGHWAY

29

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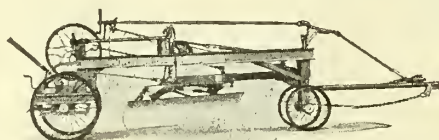
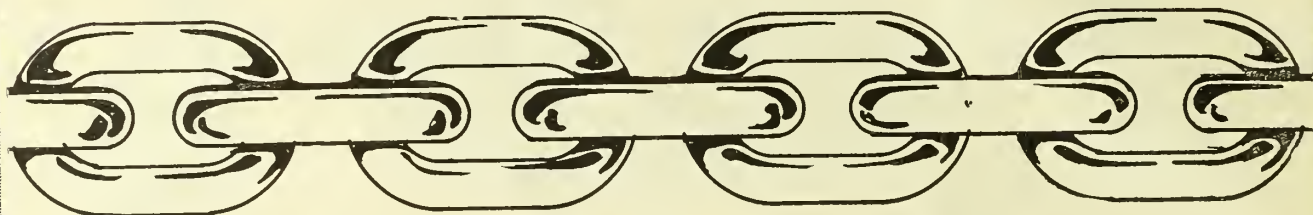
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DUNN

Donaldson's, the largest department store in Minneapolis, compliments the Jefferson Highway by selecting it from thirteen other Minnesota trails, to illustrate its advertisement. It is frankly admitted that the J-H carries fifty per cent of the tourists into Minnesota.

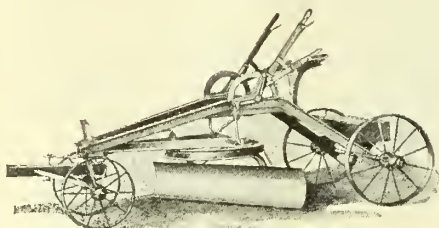
Measure the Strength of a Chain by the Weakest Link



Mogul Grader

When a mechanic gets a job in the RUSSELL plant he's not there long before he learns the unwritten law of the works—"THE MACHINE MUST STAY ON THE JOB."

No time, trouble or expense is spared in the never-let-up effort to keep RUSSELL quality where the purchaser wants it. Every precaution skill and experience can devise is taken to make sure that every RUSSELL product is fit to bear the name. The weak links are very carefully left out.



Hi-Way Patrol

Examine the pictures and note the "full-measure" design everywhere. You'll find extra strength, over size, and added weight in every part of the RUSSELL grader, because every breakdown—every weak link—is a reflection on RUSSELL reputation, and may cost the purchaser time, money and opportunity.

Get aboard a RUSSELL GRADER and you've got a machine under you that'll come through without a hitch.

The 1920 Catalog—first aid to the Road Builder—is ready.
A line from you and it's on the way

Russell Grader Manufacturing Company
Minneapolis, Minn.

The Modern Highway

Volume V.



Number 1

Formerly "Jefferson Highway Declaration"

JANUARY, 1920

Published Monthly by Jefferson Highway Association, St. Joseph, Mo.

"Entered as second-class matter, January 16, 1918, at the postoffice at St. Joseph, Mo., under the Act of March 3, 1879."



FOURTH ANNUAL MEETING

Of the Jefferson Highway Association Held in St. Joseph, Missouri

— Build Roads Now — — Build Roads Now — — Build Roads Now —

(Note—An idea may be gained of the importance of the Fourth Annual Meeting, of the interest taken, and of the thorough manner in which the business were done, from the fact that the stenographer's report run into 45,000 words. This does not include written reports or exhibits, which were numerous. Hence it seems impracticable to publish a full report, but an attempt will be made to give the gist of what was said and done. The half-tones show prominent officials of St. Joseph, Mo., and personnel of the J. H. Directorate. Owing to the non-arrival of President Johnson, who was on his way from Winnipeg on a delayed train, Mr. Walter Parker, general manager of the New Orleans Association of Commerce and vice-president of the Jefferson Highway Association, presided.)

Mr. Parker in the Chair): Gentlemen, you will please come to order. This is the annual meeting of the Board of Directors of the Jefferson Highway Association. We have with us this morning Mayor Whitsell, the mayor of the beautiful little city of Saint Joseph, Missouri, in which we are so much interested, because it is one of the prime movers and promoters of the Jefferson Highway.

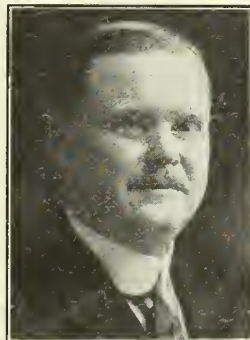
Mayor Whitsell, in a few well-chosen and eloquent words, welcomed the visitors, and closed by saying:

"I feel that your coming here is a benefit to us, and in welcoming you I want you to know that you certainly are free here in our city. When I think of your mission and your coming here I cannot but recall the life of the great pathfinder of the Rocky Mountains, that aggressive, dauntless man, John C. Fremont, who had dreams and a vision of the road way from the Atlantic to the golden shores of the Pacific, and of a road-way leading from the border of Canada to the sunny slopes of the South. And when we welcome you it is not as strangers but as brothers, whose hearts beat in union and harmony in an endeavor to make this dream come true."

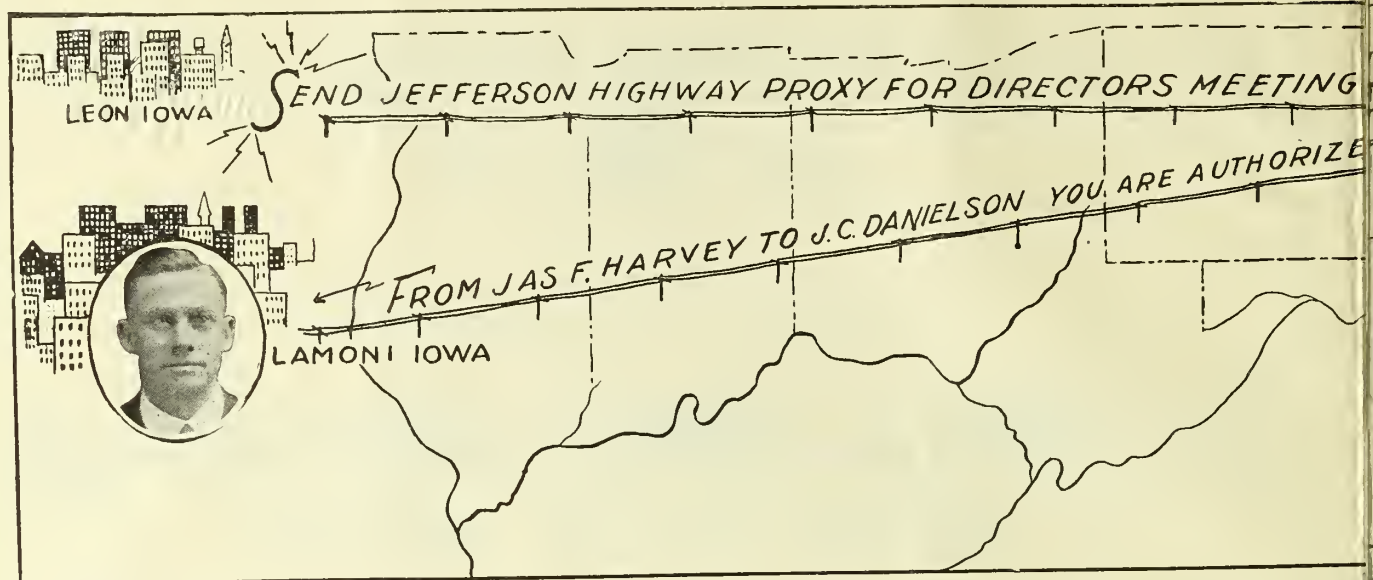


Mayor J. C. Whitsell,
St. Joseph, Mo.

Mr. Parker: Mayor Whitsell has said in his welcoming address that France, whom we all love, gained her inspiration of the republican form of government from us. That leads me to this thought. The Jefferson Highway owes much to the man whom we have for our general manager. It is a fact that the plan we are pursuing with great pleasure is being helped and co-operated in by the men who have the good of this road at heart, and we are succeeding. But why are we succeeding? It is due to this man. We thought when we started that it would succeed, because it is a thing that should succeed; it brings us all close together; it opens up friendly business communication. The future is now before us; it is succeeding. But the human element in it is the thing upon which it must depend for success. If we in Louisiana and in Minnesota, and in Missouri and in Iowa, and in Manitoba, and in all the other states, all see this vision and grasp what it means, and if we all work for it, every foot of the road from one end to the other will have advocates that will put it across. But, gentlemen, wishing a thing to be done does not do it. It takes hard



J. G. WING,
Pres. Commerce Club.



Director J. F. Harvey of Leon, Iowa, Who Was Returning From South America

work; it takes constant work; it takes concerted thought. I have found in my own enterprises that there is only one way to succeed in great efforts, and that is to put on those efforts men whose hearts are in those efforts and who will stick to them and carry them to a conclusion, not for any reward to be obtained from them, not for any publicity to be gained, not for anything that may come to them in cold cash, but that reward which comes from the consciousness of efforts well directed and the knowledge of work well done. I have been associated with Mr. Clarkson since the inception of this movement; I have watched his progress, and I attribute by far the greater portion of the success that we enjoy today to him. We have had in Mr. Clarkson a man of striking ability, an indefatigable worker, working perhaps when he should not have done so. In other words, we have in our general manager a man that has brought all the affairs of both ends of the road together, and in the middle, a man who has put things across. (Applause). I want you to see that the details into which we gentlemen will go do not amount to one millionth part as much as the inspiration, guidance, help and integrity of purpose that this man has given to this work. He has guided us up to the method that makes



HON. T. H. JOHNSON,
Winnipeg.

possible the building of this road. I want you to see that this is the kind of man we have on the job to do this work, and I for one wish to back the plan to the limit and to the last breath I have got. (Applause). Now, that was not on the cards and I want to assume the responsibility for bringing it up. Mr. Clarkson knew nothing about it. I had to get it off my mind, and it is just as well to do it now.

The Chairman: Unless there is some objection we will now proceed with the

ROLL CALL

Mr. Walter Parker, New Orleans, Louisiana,
Vice-President.

Mr. E. C. Harlan, Indianola, Iowa.

Mr. D. M. Gregg, Harrisonville, Missouri.

Mr. J. Luther Taylor, Pittsburg, Kansas,
Civic Member.

Mr. J. W. Duncan, Colfax, Louisiana.

Mr. W. N. King, Denison, Texas.

Mr. H. A. Russell, Fort Scott, Kansas.

Dr. W. A. Nabors, Mansfield, Louisiana.

Mr. J. K. Martin, Little Falls, Minnesota.

Mr. E. H. Greenlaw, New Orleans, Louisiana, Civic Member.

Mr. J. E. Combs, Saint Joseph, Missouri.

Mr. George E. McIninch, St. Joseph, Missouri.

Mr. J. McW. Ford, Shreveport, Louisiana.

Mr. W. L. Connett, Saint Joseph, Missouri,
Civic Member.

Mrs. J. K. Martin, Little Falls, Minnesota,
Civic Member.

Mr. J. D. Clarkson, Saint Joseph, Missouri.

The chairman: Unless there is some objection the persons named will be seated and recognized as delegates to this meeting.

Later the following named persons and proxies arrived and were duly recognized:

Hon. Thomas H. Johnson, Winnipeg, President.

Mr. C. W. Pfeiffer, St. Paul, Minnesota, proxy for J. H. Beek.

Hon. E. T. Meredith, Des Moines, Iowa, proxy for W. A. Hopkins.

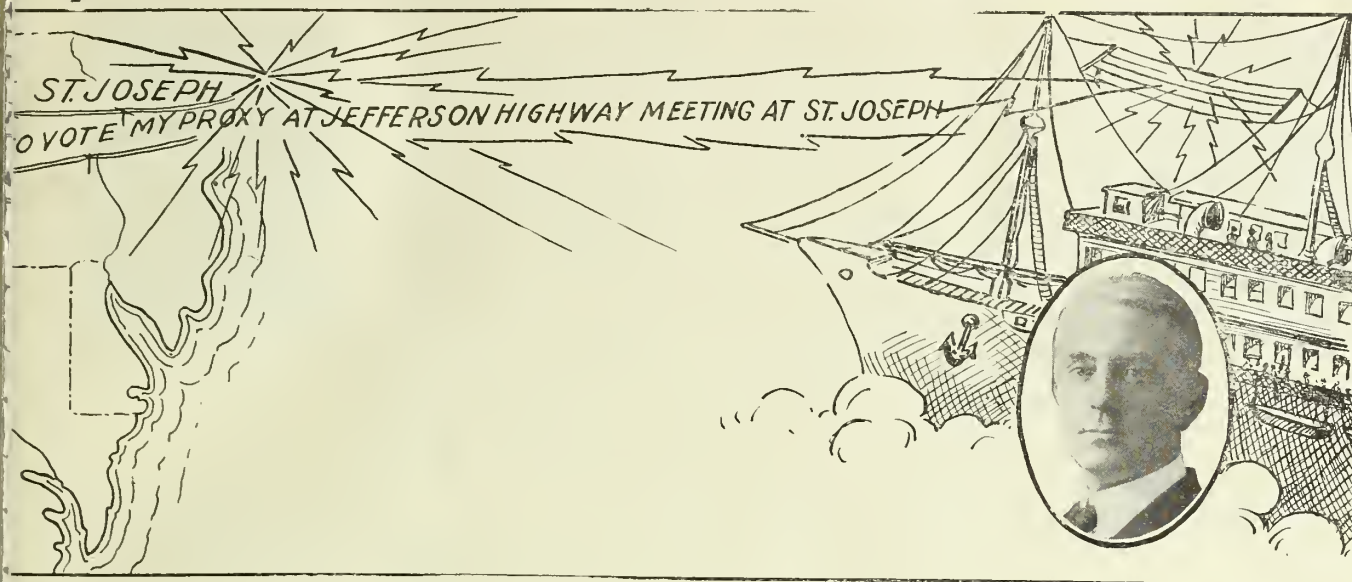
Mr. H. M. Van Aukin, Mason City, Iowa, proxy from H. H. Shepard.

Mr. J. C. Danielson, Lamoni, Iowa, with proxy by wireless from J. F. Harvey.

Hon. Lafayette Young, Sr., Des Moines, Iowa, proxy to W. A. Hopkins.



WALTER PARKER,
New Orleans.



ireleased His Proxy to J. C. Danielson of Lamoni, Iowa, From Mid Ocean.

Hon. T. E. Cashman, Owatoma, Minnesota.

Hon. Ezra H. Frisby, Bethany, Missouri.

Mr. W. A. Hopkins, Lamoni, Iowa.

Mr. Paul Russell, Paola, Kansas.

Mr. Daniel Shaw, Thief River Falls, Minnesota, by proxy to J. K. Martin.

Hon. J. M. Malang, Joplin, Missouri, by proxy to George E. McNinch.

Mr. R. P. Brewer, Kansas City, Missouri, by proxy to George E. McNinch.

W. L. Snider, New Orleans, by proxy to E. R. Greenlaw.

Mr. Clarkson: We are favored by the presence of a number of Jefferson Highway members who are not directors, but who have taken sufficient interest in this meeting to come here. Also, we have been favored with the presence of at least five ladies in some way connected with the directorate of the Jefferson Highway Association. I suggest inasmuch as they are interested enough to come hundreds of miles it might be well to ask them to sit with us.

Mr. Duncan: I move that these guests described by Mr. Clarkson be invited to attend the meetings, and that the Board of Directors express its appreciation of their interest. Seconded by Mr. Taylor.

The Chairman: Any objection? Any discussion? So ordered.

At this point the General Manager called attention to several items of interest as follows:

—A letter from R. D. Nibert reporting that the American Paint Works of New Orleans had offered to furnish enough paint for marking in the State of Louisiana. Accepted, and a vote of thanks tendered.

—A Little Falls Cham-

ber of Commerce folder, in which the J. H. was listed as one of that city's chief assets.

—A page advertisement of the King Ventilating Company of Owatonna, Minnesota, published in the Country Gentleman stating that their factory is on the J. H.

—A letter from the Alexandria, Louisiana, Chamber of Commerce stating that every pole in that city had been adorned with the J. H. mark, and large signs, six by ten feet in size, placed outside the city.

—Shreveport also has placed large signs outside the city.

—Mr. Parker reported that while in Europe last summer he was discussing transportation with a British official in London, when the gentleman pulled out a drawer and showed him complete data, including a map of the Jefferson Highway, with the remark: "We know over here something of what you are doing in America along these lines."

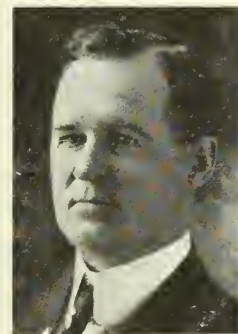
At this time quite a comprehensive report was made by the General Manager regarding the great success of the official publication, The Modern Highway.

This report was considered of such importance that it is specially featured on page 20.

Continuing: The next subject was the road on the ground. A review indicated that considerable construction had been in progress in 1919, with prospects good for 1920. As to financing for construction it was reported that Louisiana had 95.6 per cent of her mileage financed; Texas all but seven miles; Missouri working on a \$60,000,000 bond issue; Kansas possessed of a splendid district law; Iowa voting district bonds, and Minnesota ready to go to bat



W. A. HOPKINS,
Iowa.



GEO. E. MCNINCH,
Missouri.



J. K. MARTIN,
Minnesota.

with a \$100,000,000 bond issue. Manitoba has less than sixty miles to build. Oklahoma is the only slacker in the Jefferson Highway family on construction and financing for construction, having voted against a state-wide good roads measure.

At this time Mr C. F. Adams, President of the Pikes Peak Highway, was introduced and seated as a guest.

The Chairman: I desire to announce the fol-

lowing committees:

Nominations: George E. McIninch, Missouri; J. McW. Ford, Louisiana; E. C. Harlan, Iowa.

Resolutions: Ezra Frisby, Missouri; H. A. Russell, Kansas; E. H. Greenlaw, Louisiana.

By-Laws: J. W. Duncan, Louisiana; J. Luther Taylor, Kansas; J. K. Martin, Minnesota.

Auditing: W. A. Hopkins, Iowa; W. N. King, Texas; D. M. Gregg, Missouri.

At this time the report of the General Manager was resumed, treating more particularly on the success of the re-organization of the Association, under the membership plan.

The General Manager: Eighteen months ago, at the Joplin meeting of the Board, it was made apparent that the cash resources of the Association were exhausted, and that some kind of a financing plan must be devised and put into effect without delay. The Advisory Committee was authorized to work out a plan, put it into effect and report it to the next board meeting for confirmation. The General Manager worked out a plan, which the Advisory Committee adopted, and instructed him to put into effect as follows:

Briefly, this plan was to reorganize the Association under the franchise principle, having for its object the financing of the Association for a period of five years for the minimum sum of \$100,000,000, or at the rate of \$20,000.00 a year.

In putting the plan into effect the General Manager was to visit each community, of any size, on the Highway and present the plan for



PAUL RUSSELL,
Kansas.

its acceptance or rejection before considering other locations, provided a hearing could be had. A hearing having been had resulting in a failure, refusal or neglect to accept and qualify under the reorganization plan, the General Manager was authorized to consider and determine the subject of relocating this highway.

Except in the five large cities the allotment of memberships was on the basis of bank resources,

population and mileage of the highway of each of the more than two hundred communities on the road.

The plan proved immensely popular. The minimum total membership to be secured having been provided by the time one-half of the territory had been covered.

All the communities but seven, where the plan had been presented, went over the top from 10 to 100 per cent. Four places failed

to hold a meeting or qualify and have lost the highway by location. Five have accepted and not fully qualified yet. Only one that has heard the reorganization plan explained has failed to accept and this community assigned temporary reasons for not accepting, but did not specifically reject it.

At one point where the plan was presented a motion was made to reject it, but before the motion to reject could be stated a party in the audience offered 200 memberships if the location was moved one mile, and another party in the vicinity of the proposed new location offered to add forty memberships more. This seemed to change the complexion of things at once. The motion to reject was voted down immediately. A motion to accept and qualify was carried unanimously.

As the General Manager traveled over the territory in the performance of his duties, as he saw them, putting the reorganization plan into effect, his authority has been questioned in two cases; an attempt made to reverse his action in one case.

Specifically his authority to change the location of the highway in one case was questioned by the state board and an attempt was made to ignore his action. In another case an attempt was made to get him to deprive one state of thirty miles of road and locate it in another state, which he has not done. It yet another case his right to call a state meeting was questioned. In a fourth case a state board instructed him to radically change the financing plan of the International Association.

When this was attempted the General Manager immediately stopped all reorganization work and came to headquarters with the intention of putting the whole subject up to this board for confirmation.

(At this time the General Manager read a brief of the various by-laws and actions of the board under which he acted).

(A few directors were present who had not attended two or three of the later board meetings, and several hours' discussion



W. N. KING,
Texas.



DR. W. A. NABORS,
Louisiana.



T. E. CASHMAN,
Minnesota.

followed before a basis of harmonious action could be reached, only a small portion of which is reproduced).

The Chairman: Now, this report is in accordance with the instruction of the board as shown in their minutes, is it?

Mr. Clarkson: Yes.

Mr. Ford: As I understand from the general manager's report this method of refinancing the Jefferson Highway was given to the Advisory

Board by and through the international Directors?

Mr. Clarkson: The International Directors directed the Advisory Board to work it out and put it into effect and approved it at New Orleans meeting.

Mr. Ford: In other words, they approved this action before you worked it out; is that right?

Mr. Clarkson: Yes, sir.

Mr. Ford: Under that authority you were to do as you saw it was best for the interest of the Jefferson Highway from Winnipeg to New Orleans?

Mr. Clarkson: Yes. But I was to outline it to the Advisory Committee and follow that plan strictly.

Mr. Ford: The Advisory Committee approved it?

Mr. Clarkson: Yes.

Mr. Ford: It strikes me that the business up to this assembly is to approve that action, and I so move.

The Chairman: It is moved and seconded that the Board of Directors approve the reorganization and financial plans as reported by the general manager, which were in turn approved by the Advisory Committee acting under authority of this board. Is there any discussion? Gentleman, what is your pleasure?

Mr. Ford: My only object in making that motion is to get it clearly before the meeting.

Mr. King: When did this plan become effective? I never heard of it before. When was it started?

Mr. Clarkson: After the Joplin meeting.

Mr. Ford: Now, when you come back you want a clearance for your action.

Mr. Clarkson: Yes. I will say further that the plan of the Advisory Committee was to treat the territory as communities and not as state organizations.

(Question): Is it the plan of this board that the whole territory shall be covered?

Mr. Clarkson: Yes, as rapidly as circumstances would permit.

The Chairman: Mr. General Manager, do you feel that this plan could be carried to each community more rapidly in the future than in the past?

Mr. Clarkson: If this board takes such action as will remove certain ideas discrediting my authority for moving over the territory I believe that the states of Iowa, Oklahoma, Texas and the province of Manitoba can be covered in at any rate not

to exceed four months. That does not include the big cities, because I know of at least two big cities that will take a special educational plan to put it over.

The Chairman: That is a vote of confidence and approval.

Mr. Martin: Will that approve his actions taken so far? I understand it is contended he has authority to change the territory through which the road was placed. I understand the general manager has power to change the route of that road. There is some question about that. If he has changed the route of any road and we approve his action, then can we come back to that? If we vote to approve his action do we not vote for that?

The Chairman: The question before us is to approve his actions so far in this refinancing plan?

Mr. Martin: I feel that we hardly care to go on record as approving something on which there is a question to be raised.

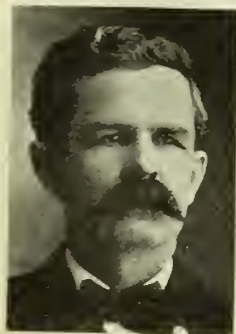
The Chairman: Mr. Ford, do you have in mind the approval of changing a road anywhere?

Mr. Ford: No, I did not, because I did not know there was any road changed. The idea that I want to get to the association is that we are to approve or disapprove of the action of our general manager up to now under the financing and reorganization of the road. Now, before this resolution goes over let us have all the light we can within the power of this room on any disgruntled community or individual on the changing of a road or anything else. I make this motion: I move that we approve the action of this Advisory Committee and general manager for refinancing and reorganizing this road. I make this motion: I move that this matter be right now open for full discussion as to why the action of the Advisory Committee and general manager shall not be approved.

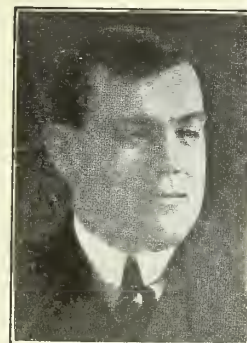
Mr. King: The general manager has no right under the constitution and by-laws to make any



E. R. GREENLAW,
Louisiana.



E. H. FRISBY,
Missouri.



E. C. HARLAN,
Iowa.



J. C. COMBS,
Missouri.

change in any state before the state association has acted.

Mr. Ford: The main thing is for building the road and getting the sentiment crystalized for that purpose. We want to build the road and we want to mark it, but we can't do anything without money. We were a busted concern two years ago, and if it had not been for this refinancing plan we wouldn't be in existence today.

Mr. Hopkins: I was a member of the Advisory Committee at the time this refinancing proposition was taken up soon after the meeting at Joplin, and at that time we were up against it in a financial way; we were broke, you might say; we didn't know where the next meal was coming from, and Mr. Clarkson suggested the membership plan as being possible, to make an allotment something like the government did on these bond issues. We didn't know anything about it then, but it afterwards worked out by allotting to each community what would be proper according to population, wealth, etc. It seems to me it is working out all right. I think we are making pretty good progress.

Mr. Clarkson was up our way and we had no trouble in securing the membership allotted to our community. So I count the plan a great success.

Mr. Duncan: After listening to Mayor Ford and Mr. Hopkins I feel this is the only course to take.

The Chairman: As far as Louisiana is concerned we have been brought into very close touch with this plan. We have approved it, we have adopted it, we have gone at it, and we have succeeded under it. I want to tell you that within twelve months we will have a road from the northwest to the southeast corner of Louisiana, signed, sealed and finished. If it wasn't for this organization and the untiring work of this general manager Louisiana would be as far away from the accomplishment of this result as it was before this organization started.



J. W. DUNCAN,
Louisiana.

Mr. McIninch: I feel the association owes a great deal to Mr. Clarkson for his untiring efforts in putting through this plan so successfully.

Mr. Russell: I voted for this plan when it was presented at Joplin. I think everybody knows that plan has been a wonderful success. I think the Advisory Committee and general manager have worked it out more successfully than any organized trail in the

United States. But I have never heard it suggested before that where a community fails to qualify that the route should be changed by the Advisory Committee or the general manager without the consent of the state board. That was not the consent of the state board. That was not the way I understood the ruling.

Mr. Ford: What specific changes have been made in the road of the Jefferson Highway since this reorganization plan has been in effect?

Mr. Clarkson: Five, between Lees Summit and Harrisonville, between St. Joseph and Kansas City, between King City and Albany in Missouri; between Bagley and Clearbrook in Minnesota; between Pittsburg and Fort Scott in Kansas.

Mr. Martin: I see I am a little bit misunderstood. It was not my thought of disproving of any thing Mr. Clarkson had done. I heartily approve of this reorganization plan; it is certainly a big job. But it hardly seems to me that Mr. Clarkson should be the general manager and do the work besides. It would take several years.

Mr. Clarkson Louisiana was covered in fifteen days.

Mr. Martin: It seems to me like it will take a long time.

Mr. Clarkson: If the atmosphere is cleared up here there is no reason why the highway should not be covered, say by the first of July.

The Chairman: One thing I should like to say. We have a great idea of building a great road. We start off without knowing how to do it. Today we are rapidly approaching that goal. My idea is now to get our motion before the house, and that is that this International Board approve the reorganization and refinancing of the Jefferson Highway to this present date.

The Chairman: Carried unanimously. What is next?

Mr. Martin: The committee on by-laws is ready to report.

The Chairman: We can take that up now.

Mr. Duncan: Your committee has carefully read over this constitution and by-laws, and in order that the work may be expedited we beg leave to report some slight recommendations and amendment in the constitution and by-laws.

(Reading): Amending Article II.

The general manager, subject to the approval of the Advisory Board of



H. A. RUSSELL,
Kansas.



W. L. CONNETT,
Missouri.

the Jefferson Highway, shall determine the permanent route in each and every state, subject to the following conditions: An appeal may be taken from this decision by interested parties directly to the International Board, whose decision shall be final.

Mr. Martin: Before we leave that. That is one of the things that the committee does not agree upon. Would it not be well to read the articles we are proposing to amend? Article II is read.

ARTICLE II—METHOD OF PERMANENT LOCATION

The Board of Directors of the Jefferson Highway shall determine the permanent route in each and every state, subject to the following conditions:

It shall be the duty of the Directors of the Jefferson Highway Association in each state to settle all contests within their respective states, and in the event that the Directors of said state cannot agree it shall be the duty of the Directors of said Jefferson Highway Association to settle the contest. In the event that the decision of the State Directors is not satisfactory to the contestants either party shall have the right of appeal to the Directors of the Jefferson Highway Association, whose decision shall be final. However, no appeal may be taken unless the contesting parties deposit a sufficient sum to cover all expenses incurred in the settlement of the contest.

Mr. Taylor: That is the article in which we are offering to substitute, the general manager, Advisory Board, etc., to act in place of the Board of Directors, leaving an appeal to the Board. Now, we take it this way. Under your reorganization plan you have given your general manager the authority to go into a community and sell the franchise to the community, and his decision is final. Practically the entire route is now established, and whatever change there is between Winnipeg and New Orleans is vital to this entire Board.

Mr. Ford: I think the amendment offered by the majority report should be adopted. It makes it shorter and more concise and broadens the scope of the by-laws.

Mr. Martin: Our object about it is to give the general manager a little more authority and give him the authority to establish roads, and if there is a contest let it come before the Board of Directors of the state for their approval. Our only object in giving him a little more authority is to help him work out things, but I did not propose to take any authority away from the state board.

The Chairman: Mr. Duncan has moved the adoption of the majority report so far as that is concerned, and it has been seconded by Mr. Ford.

Mr. Combs: It doesn't take any powers which the state now has from it. The state hasn't the power to settle the matter.

Under the present by-laws you might fail to get any settlement whatever if it lives to be a hundred years old.

Mr. Hopkins: I want to offer this as a substitute for the amendment: "The general manager, subject to the approval of the Advisory Board of the Jefferson Highway, shall determine the permanent route in each and

every state, subject to the following conditions," and leave the rest of the article as now: "It shall be the duty, etc." Motion seconded.

Mr. Taylor: That is exactly as we had it when we came in. We decided to accept that unanimously.

Mr. Ford: Would it not be well to insert that the state board shall immediately decide the matter without waiting?

Mr. Pfeiffer: It doesn't seem to me that there is a tremendous difference between the two ideas.

Mr. Connett: I take the same view as Mayor Ford. Should a contest come in this state it is so localized and the interest of the local directors are such that it would make it very embarrassing for them to decide either way. That is nothing but state rights, and my grandparents on both sides owned slaves in both Texas and Missouri, and believed in state rights and fought for them and died for them, but we don't believe in them now.

Mr. King: I want to speak in favor of the minority report. The man on the ground knows all about it.

The Chairman: You propose to substitute the general manager and that with the advice of the Advisory Board he shall determine the route in the first instance, and in case of disagreement they can appeal to the International Board?

Mr. Taylor: It seems to me like the present plan of reorganizing the road is entirely different from what is was when these by-laws were first written, because then the states had all to do with the locating of the road. Now, the general manager goes out and sells a five-year franchise, which is an entirely different proposition, and the old method is out of use. It doesn't correspond with the authority and power we have given our general manager.

Mr. Parker: The by-laws read is distinctly in the interest of the Board, more so than by the by-laws on the book. Everybody is protected, because in the last analysis any contest can be brought before the Board and settled, but unless somebody is given power to go out and adjust and carry on the business there is going to be trouble. Now, our good friends from Minnesota have been voicing state rights. We have given that up a long time ago. I will vote for the amendment as proposed by the majority of that committee.

Mr. Cashman: Gentlemen, I am awfully sorry this matter has come up, because I can see nothing but trouble ahead of us if this amendment is adopted. You might as well say to the directors of the state organization: "We are going to vest all our power and authority in a central body and the men that central body employ." I do not wish to cast any reflections on Mr. Clarkson. I have the highest respect for him.

Mr. Frisbee: I am afraid we are overlooking one thing. This might tie up a bond issue. I have such conditions that it would tie up. There should be a clause that they should proceed to act within thirty days, and if they fail to act then the president should have the power to call the Advisory Committee, and then he can act within thirty days.

Mr. Cashman: Act within thirty days after due notice is given.

Mr. Martin: Do I understand the general manager acts with them?

Mr. Taylor: I will read article II as we had it last night:

"The general manager, subject to the approval of the Advisory Committee of the Jefferson Highway, shall determine the permanent route in each and every state, subject to the following conditions": And then just as it was originally, "It shall be the duty of the Directors of the Jefferson Highway Association to settle all contests within their respective states, and in the event that the directors of the state cannot agree within thirty days after due notice is given, or of their failure to agree within such thirty days after due notice by the general manager or by the contestants by registered mail it shall be etc."

Mr. Cashman: Perhaps the general manager might not consider the contest of such value as to waste any time with it. I don't think every fellow should have a right to contest. If the general manager thinks it has some merit to make it advisable to contest it might be added.

Mr. Taylor: He may settle it in a day without waiting.

Mr. Clarkson: If I am to be general manager that is more power than I want.

Mr. Duncan: I, as chairman of your committee on by laws, accept the amended resolution, and move that it be adopted. Unanimously carried.

The Chairman: Is there a motion before the meeting?

Mr. Duncan: I move that article XI be amended, giving the ten days' notice.

Mr. Frisbee: Suppose the chairman neglects his duty and does not call the meeting; who can do it or what happens?

Mr. Martin: The general manager.

Motion put up by the chair and unanimously carried.

Mr. Taylor: We amend article XII by doing away with the July meeting and providing for a fixed date, the third Tuesday in January each year for the International Board meetings.

The Chairman: The motion is to strike out the July meeting and leave the annual directors' meeting on the third Tuesday in January. Are you ready for the question. Unanimously carried.

Article XIV as amended reads thus: "The treasurer shall have full custody of the funds of the association, etc.," and says "The treasurer shall furnish a copy of his report in writing, which shall be furnished to each director," and then on down after the word "audited" "This report shall be properly audited," this word "by a public accountant."

Mr. Combs (The Treasurer): I would like to make a statement. The Advisory Committee has practically agreed to have the treasurer's accounts audited by a certified accountant. While we have not had any made it is my wish to have that done. I would like to have a certified accountant go over the books from the beginning down to the present time.

Mr. McIninch: The association has ap-

proved the acts of the treasurer up to the present time. I don't know why he wants us to go back over them that far.

The Chairman: This is with reference to the future.

Mr. Frisbee: Let us save that \$250 for the association. Why can't we audit our own accounts? Question.

Moved and seconded that it be adopted. All in favor of the motion say aye. Carried.

Article XVII, section 4, was amended by cutting out the words "but not" and substituting the word "or." This will permit civic directors to vote by proxy. Carried.

The Resolutions Committee reported as follows:

We, your Committee on Resolutions beg leave to report as follows:

Whereas, we, the members of the Jefferson Highway Association, at our annual convention, held at St. Joseph, Mo., January 6 and 7, 1920:

1. Be it resolved that this organization favor the principles embodied in the Townsend bill now pending before congress.

2. Be it further resolved that it is the sense of this meeting that each and every member upon returning to our respective homes put forth his best efforts looking to the completion of the Jefferson Highway.

3. Be it further resolved that we extend a vote of thanks to our general manager, J. D. Clarkson, for the good work he has accomplished for the Jefferson Highway Association in the past year and hereby express our hearty approval of all of his acts, and we hereby pledge our continued loyalty to him in his future efforts.

4. Be it further resolved that we tender a vote of thanks to the Commerce Club, the Automobile Club, the Elks Club, the city press and the citizens of St. Joseph for the many courtesies extended to us during our stay in the city.

Respectfully submitted,

EZRA H. FRISBY,

EDWARD R. GREENLAW.

Unanimously adopted.

Your Committee on Nominations beg to suggest for your consideration the following persons for officers of the Jefferson Highway Association for the ensuing year:

President—Walker Parker, New Orleans, La.

Vice-President—Ezra H. Frisby, Bethany, Mo.

General Secretary—J. K. Martin, Little Falls, Minn.

Treasurer—J. E. Combs, St. Joseph, Mo.

Respectfully submitted,

GEORGE E. MCININCH,

Chairman.

I move the adoption of the report. Carried.

The Chairman: I will ask Mr. Parker, the newly elected president, to take the chair and take charge of and conduct the balance of the proceedings.

Mr. Parker (assuming the chair): Thank heaven, gentlemen, the business is nearly done.

Mr. Hopkins: In view of the fact that the Pikes Peak Committee is not ready to report I move in courtesy to Mr. Adams that the matter be taken upon the floor of this meeting.

The Chairman: In the absence of objections so ordered.

Mr. Adams (President Pikes Peak Highway): Mr. Chairman and Gentlemen: This matter has been talked over with the committee without a full report. This matter was brought up at the annual meeting of the Jefferson Highway Association and also taken up at a Pikes Peak meeting, and I was instructed by the committee in charge that we have a conference with your Board at Winnipeg. I met with them at their meeting at Winnipeg, and a committee was appointed to take it up and report at this meeting. I have nothing worked out further than this. In thinking of the subject from the point of accomplishing big things it occurred to me that if you have one man big enough to handle the joint proposition, which we thought we had, that is a question for us to decide—whether with assistance he could accomplish something more rapidly for both organizations. With organization you can accomplish a great deal, while with individuals you get slight results. I can see nothing to prevent our two associations acting together. What is good for the Jefferson Highway is good for the Pikes Peak Highway, and if it is bad for the Pikes Peak Highway it might be bad for the Jefferson Highway. Of course I have been friendly to the proposition all along, but I want to hear from some of the others, so we can work out the merits of the proposition. That is usually the way we get the meat out of the nut; we must track it first."

Mr. Hopkins: Just what was your idea, Mr. Adams?

Mr. Adams: My last thought was, if Mr. Clarkson with his office and assistants could carry this paper for both organizations, it might be done satisfactorily, multiplying benefits and dividing expenses.

Mr. King: What sort of an organization have you now?

Mr. Adams: The same as you have.

Mr. King: Have you a general manager?

Mr. Adams: No, sir.

The Chairman: Suppose we instructed the committee to take this matter up at greater leisure to see what can be worked out of it.

Mr. Adams: If we do anything we should know before we arrange our campaign for the present year. We are co-operating already, but we are looking for something more substantial.

Mr. King: I move that the Advisory Board be requested to go into this Pikes Peak Ocean to Ocean Highway matter and make a recommendation to the board later, either by referendum or otherwise.

Mr. Duncan: I second the motion.

It is moved and seconded that the Advisory Board be requested to go into the Pikes Peak Ocean to Ocean Highway Association matter and make a recommendation to this board later, either by referendum or otherwise. Motion carried.

REPORT OF AUDITING COMMITTEE

Your committee beg to report that we have examined the books and accounts of the treasurer of the Association, and find a most excellent system of accounting. Everything in

first-class and systematic order, easily understood, completely itemized under a good system, showing all the receipts and expenditures turned in to the treasurer, and all of the checks and receipts received by the General Manager are turned over to the treasurer, and no money is used or paid out to the General Manager except by itemized vouchers approved by the treasurer.

We find the report of the treasurer submitted to the Association at this meeting agrees with his books, and also agrees with the report of the General Manager, all of which are hereby approved.

W. A. HOPKINS of Iowa.

W. N. King of Texas.

D. M. GREGG of Missouri.

GENERAL MANAGER'S REPORT

June 28th, 1919, to December 27th, 1919

RECEIPTS

Amount in treasury June 28th, 1919.....	\$ 1,958.03
Subscriptions to Modern Highway.....	1,499.00
Advertising space sold.....	1,133.64
Memberships	9,965.00
Office—Rent paid by St. Joseph Auto Club..	375.00
General	1,039.25
Traveling expenses (refunded).....	11.92
Total	\$15,981.84

DISBURSEMENTS

Modern Highway	\$ 2,783.65
Office expenses	1,116.64
Traveling expenses	1,739.98
Pole marking	1,150.88
Salaries	2,450.00
State mileage, delegates	720.10
General	1,140.43
Total	\$11,101.68
Cash balance in treasury	\$ 4,880.16
Two notes	333.33
Total	\$ 5,213.49

TREASURER'S STATEMENT

July 1st, 1919, to January 1st, 1920

RECEIPTS

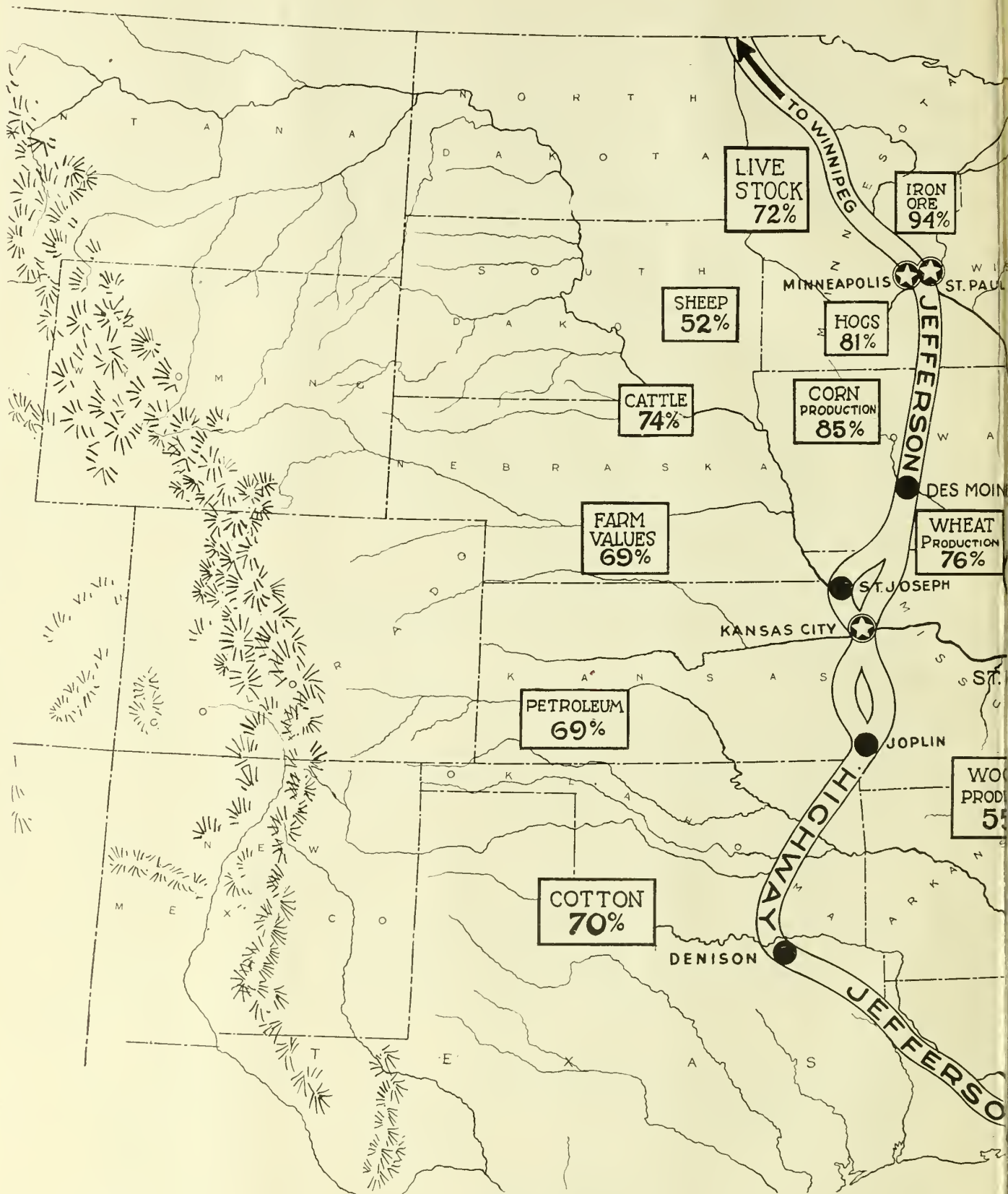
Balance on hand July 1st, 1919...	\$ 2,291.36
Subscriptions	\$1,499.00
Advertisements	1,133.64
Memberships	9,965.00
Office	375.00
General	1,051.17
Total	\$16,315.17

DISBURSEMENTS

Pole marking	\$1,150.88
State delegates	720.10
Modern Highway	2,783.65
Salaries	2,450.00
Traveling expenses	1,739.98
Office	1,116.64
General	1,140.43
Exchange	18.90
Total disbursements.....	\$11,120.58
Note on hand	333.33
Net balance in bank.....	4,861.26
Balance—	
Total	\$16,315.17

Respectfully submitted,

J. E. COMBS,
Treasurer.



MAP OF THE WONDERFUL MISSISSIPPI VALLEY across which the great Jefferson Highway has staked its claim, and miniature of Walter Parker, General man-

ager of the New Orleans Association of Commerce and President of the Jefferson Highway. The Highway was named in honor of Thomas Jefferson and comm-

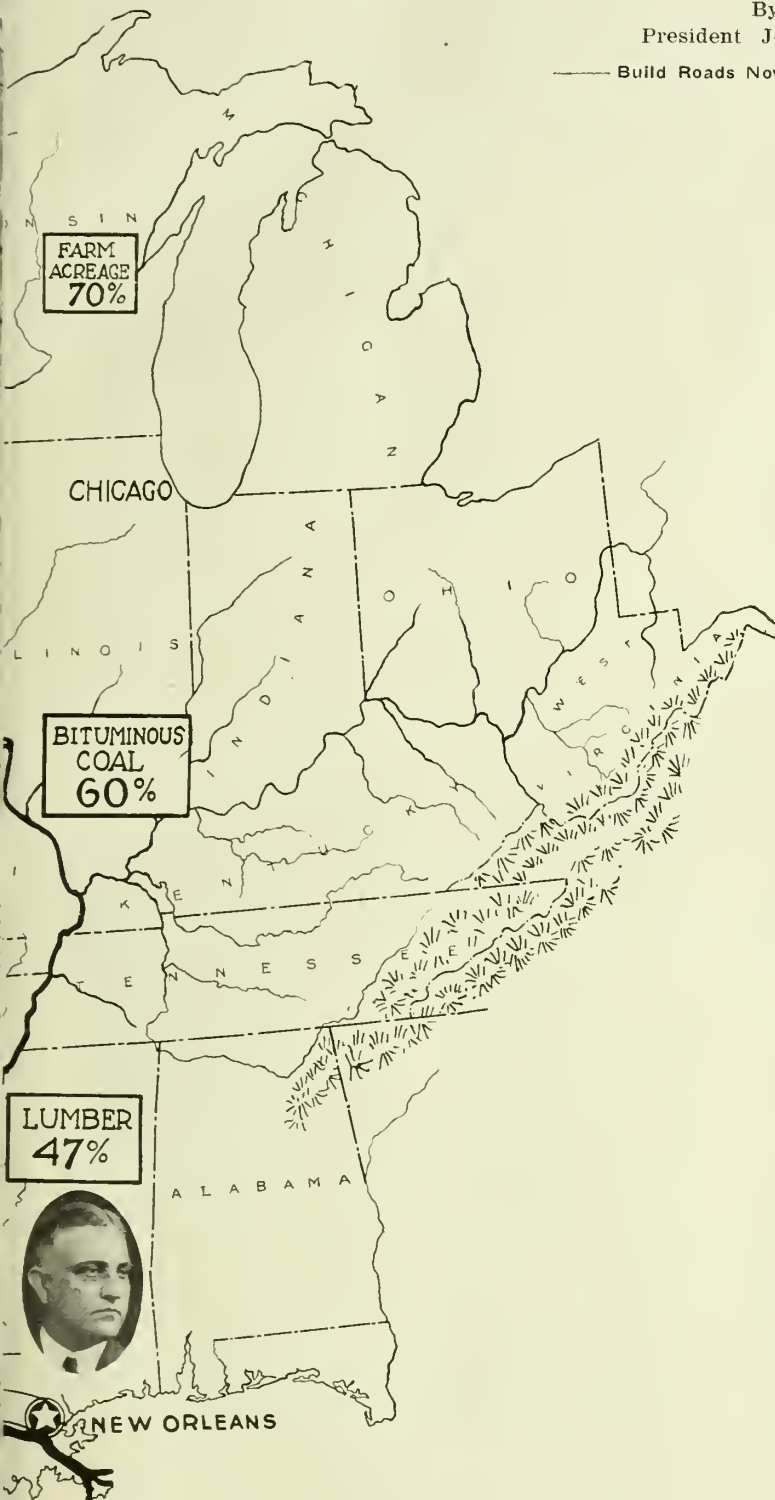
THE FUTURE OF THE VALLEY

Address Before the St. Joseph, Missouri, Commerce Club
January 7th

By WALTER PARKER,
President Jefferson Highway Association.

— Build Roads Now —

— Build Roads Now —



EUROPE, exhausted, the responsibility for the preservation of our civilization has been shifted to the New World. Here there are vast resources of land, forest, mine and power. Central and South America remain to be developed before they can be made to function in a really large way. Canada is fertile, but it is frozen half of each year. Our Atlantic and Pacific Coast states are cut up by mountain ranges, and, in a sense, are consumers rather than extensive producers of surplus products.

This brings us to our Great Valley, a region comprising 41 per cent of the total area of the United States, which now produces:

- 76 per cent of the wheat.
- 60 per cent of the bituminous coal.
- 47 per cent of the lumber.
- 70 per cent of the cotton.
- 55 per cent of the wool.
- 69 per cent of the petroleum.
- 94 per cent of the iron ore.
- 85 per cent of the corn.
- 81 per cent of the hogs.
- 52 per cent of the sheep.
- 74 per cent of the cattle.

The productive capacity of this region is not fully developed, but the need for full development now exists. There is the population. There are extensive areas of fertile lands awaiting drainage, irrigation, clearing and use. There are coal, iron, forest and water power.

Navigable waterways and water grade railroads connect all of this wonderfully fertile region with natural ports of low resistance on the Gulf. Highway construction is adding a new and most valuable adjunct to low resistance transportation.

The great war, with its toll of millions of lives and billions of wealth, has brought an end to one economic era and ushered in another. The change is not yet apparent, because inflation holds the stage. Before very long a new normal will have been established, and then we will discover that the old economic margin under which business and industry thrived has been destroyed and business and industrial enterprises need to develop a new economic margin.

rates the Louisiana Purchase. Jefferson saw the vision and Parker is unremitting in his efforts to reduce the dream to facts. The halftone is only a hint of how he is impressing himself on the valley.

This new economic margin will not come from the exploitation of old sources of wealth. Labor will refuse to be exploited. The public has come to understand something regarding the value to it of natural resources. The single taxer has done a lot of talking about unearned increment, and developers in the new era will find it quite difficult to obtain bonuses with which to build railroads which in turn enable them to acquire inaccessible land and sell it off as corner lots in new and thriving business towns.

And so capital and enterprise, seeking security and safe profits, will be forced to find their economic margin in sources closely related to efficiency and scientific economy.

This means they will turn to natural fields of endeavor—regions where production, manufacture, transportation and cost of living may be reduced to a truly economic basis.

The first region of this character that will attract the major forces of quick development is the Mississippi Valley.

This region, which is hemmed in by mountain ranges on the east and west, is penetrated by great navigable waterways reaching from Minneapolis, Pittsburgh and Kansas City to New Orleans, and forms an economic entity.

During half a century, responding to older influences, and to the power of privilege, the commerce of this region has moved along east and west lines. The economic margin available to business was large, and the excess cost of moving freight over mountain ranges did not matter much.

Then, too, the larger markets for American products were in Western Europe, nearer the North Atlantic Seaboard than the Gulf.

And so the Valley, producer of raw material, seemed content to leave manufacture, sale, banking and foreign trade to the North Atlantic seaboard. In time the Valley became the source of raw product supply for the industrial region along the North Atlantic, drawing to itself only the smaller profits arising from raw material production, and leaving to the Eastern States banker, business man, manufacturer and overseas trader the larger profits of refined old-era enterprise.

The war has about closed the lid on this system. Europe has bought more goods from us than it can hope to pay for in several generations. This means severe market restriction and relatively severe reductions in our exports to Europe.

To pay her bills Europe must now develop a larger export business to the United States. This means that the Atlantic seaboard business enterprises, which have in the past bought the Valley's products and sold them to Europe, must, more and more, change the drift of their affairs by finding American markets for European products—goods produced and manufactured in Europe and sold in America and worth in dollars very much more than their cost in pounds, francs or marks.

The great markets of the future—of the economic era now being ushered in—are the markets of Mexico, Central and South America, the West Indies, China, Japan and Australia—all nearer the Valley where the products that

enter into our foreign trade originate than to the North Atlantic seaboard.

So the time has come to develop the Valley—to open up its navigable waterways to the Gulf, and use them in full keeping with scientific economy; to drain its marsh lands and irrigate its dry lands; to put an end to soil erosion; to control the flood waters and change them from an agency of destruction into an asset of power and transportation, and to complete the process of manufacture near the source of supply of raw material, of labor and of food.

In order to hasten this development and bring it about in time to meet world needs which will become increasingly pressing, forward thinkers in the Valley have organized the Mississippi Valley Association, the purpose of which is to shape and guide the forces making for the development of the region.

This region, in which the fundamental problems are problems common to all sections, comprises the states of Missouri, Iowa, Minnesota, Montana, North and South Dakota, Illinois, Ohio, Indiana, West Virginia, western Pennsylvania, Kentucky, Tennessee, Alabama, western Florida, Mississippi, Louisiana, Texas, New Mexico, Arizona, Oklahoma and Arkansas.

Within this region reside 53 per cent of the voters of the United States.

Their economic welfare is a dominant factor in the life of the nation.

For this reason, when the representatives of the business, industrial and agricultural life of these several states join their forces and influence in behalf of development and against a common enemy, there is no force in this country which can long successfully oppose them.

Recently representatives of these states gathered at Washington and respectfully but forcefully requested the Federal government to do these things:

To provide the money for the early completion of such navigation projects as the Missouri, Ohio, Mississippi and other approved river projects.

To provide for the completion and extension of the St. Louis-New Orleans federal barge line, and for the creation of a practical joint rail-river-rail freight rate structure. This will greatly help non-river towns:

To provide economic river-rail terminal and storage facilities.

To enlarge the provision for trunk line highway building.

To develop an American owned and operated merchant marine.

To grant a federal permit to the State of Illinois to open a navigation channel from Chicago to the Mississippi River at the expense of Illinois.

To provide more and better agricultural schools and to devote greater attention to improving living, marketing and transportation conditions in the rural sections.

These are all projects upon which every man, woman and child in the Valley can agree, consequently behind which all can mass their influence.

So much for the great economic forces that are making for a wonderful future of the Valley.

Down at New Orleans, the natural gateway to the Valley, much has been done to enable that port to function as the line of low resistance for the region.

They have corrected their health conditions by investing \$10,000,000 in rat proofing 150,000 buildings as a protection against bubonic plague; another \$12,500,000 in the destruction of 250,000 surface cisterns, so there will be no breeding places for fever transmitting mosquitoes; another \$40,000,000 in a modern, pure water supply and sewerage and drainage system.

A wonderful system of state and government owned harbor front warehouses and docks has been created at a cost exceeding \$27,000,000.

An inner harbor and industrial canal is now being constructed at a cost of \$20,000,000.

Modern street paving, many skyscrapers and all the facilities of a great commercial center have been built within the last twenty years.

The city is now building hard-surfaced highways across great marshes north, east and west, in order to connect up with the remainder of the country. The roads are costing about \$50,000 a mile.

The foreign commerce of New Orleans exceeds that of any other American port except New York.

In 1919 the bank clearings at New Orleans were \$3,170,247,164.13, an increase of 19 per cent over 1918, and 221 per cent over 1913, the last normal year before the war.

The future of the Valley appeals to the men of New Orleans in a large way, and they are getting ready for it.

Each state, county and town in the Great Valley will benefit directly and permanently

from the carrying out of this constructive programme, and self-interest to prompt each to help hasten the day when the goal may be fully realized.

Here in the Valley the vision of the men who are leading us to the great goal sometimes reaches over and beyond many of us. This is but natural.

But the forward thinking men elsewhere—men who make a business of knowing world conditions, of discounting new forces and influences, the vision of our leaders is best understood.

In London last summer I called at the office of a world banker, and while there mentioned our plans for the development of the Mississippi Valley.

"Yes," he said, "Your people are doing great work. That's a splendid cotton warehouse you have built on the harbor front at New Orleans. And, tell me, what progress is being made on the building of the New Orleans-Winnipeg highway—the Jefferson Highway, I believe you call it? We are interested, as we have some investments near Winnipeg."

There you have it, you business men of St. Joseph. The Jefferson Highway, which passes through your city, just as is the development of low cost transportation in the Valley, the building of economic port facilities on the Gulf, and the creation of an American merchant marine is known to leading figures in commerce and business thousands of miles away and in foreign countries, because it is destined to become a factor of importance in shaping development, and the drift of commerce and population in the near future.



C. U. PHILLEY,
President St. Joseph
Auto Club.

attractive places of

Tuesday night a banquet was given to the entire party by the Auto and Commerce Clubs at the Robidoux Hotel, with Mr. Wesley Connett, the new commissioner of the Commerce Club, presiding as toast-master in his inimitable style.

Mr. C. U. Philley, president, and Mr. Lewis Stubbs, secretary of the Auto Club, together with many of the St. Joseph ladies, also doing their full part in making the event one long to be remembered.

Wednesday the gentlemen of the party were entertained by the Commerce Club in the Crystal Room of the Robidoux Hotel. Mr. J. G. Wing, president of the club, presided, and after a very enjoyable luncheon introduced Hon.

ENTERTAINED AT ST. JOSEPH

The Jefferson Highway Directors and Their
Wives Were Right Royally Entertained
By the St. Joseph People

— Build Roads Now — Build Roads Now —

THE ST. JOSEPH COMMERCE CLUB and the Automobile Club were joint hosts at a luncheon for the gentlemen of the party on Tuesday in the elegant quarters of the Elks' Club, and at the same time the ladies of the party were their guests at the Tea Room at The Leader, St. Joseph's fine, new department store, after which the ladies were taken riding and shown many of the beautiful homes and the city.

Thomas H. Johnson of Winnipeg, the retiring president of the Jefferson Highway Association, who spoke briefly, but feelingly of the friendly relations between the two nations engendered by the Highway.

Mr. Walter Parker of New Orleans, the incoming president of the Highway, was next introduced. His address may be found on page 9 of this issue.

Meanwhile the ladies were being entertained at luncheon at the home of Mrs. McIninch by Mrs. George E. McIninch and Mrs. J. D. Clark-son.

Most of the visitors left on the late evening trains, feeling that there had not been an idle or dull moment during their stay in "The City Worth While."



L. S. STUBBS,
Secretary St. Joseph
Auto Club.

THE MODERN HIGHWAY

Published Monthly by
JEFFERSON HIGHWAY ASSOCIATION

E. T. MEREDITH, Des Moines, Iowa
First President and Life Member Board of Directors

D. N. FINK, Muskogee, Oklahoma
Second President and Life Member Board of Directors

W. A. Hopkins, Lamoni, Iowa
Third President and Life Member Board of Directors

HON. THOMAS H. JOHNSON, Winnipeg, Canada
Fourth President and Life Director

HON. LAFAYETTE YOUNG, Des Moines, Iowa
Life Member Board of Directors

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EZRA H. FRISBY, Bethany, Mo.
Vice-President

J. K. MARTIN, Little Falls, Minn.
General Secretary

J. E. COMBS, St. Joseph, Mo.
Treasurer

J. D. CLARKSON, St. Joseph, Mo.
General Manager

Address Communications to St. Joseph, Mo.

J. D. CLARKSON
Editor

Subscription price 50 cents per year, or three years for \$1.00.

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Contributions solicited from all parties interested in Highway development. Photographs are urgently desired and should be accompanied by descriptions.

Forms close the 20th of month preceding date of issue.
Sample copies free on request.

Combe Printing Company  13 St. Joseph, Missouri

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Directors—Hon. J. W. Duncan, Colfax; Dr. W. A. Nabors, Mansfield; L. U. Babin, Baton Rouge; New Orleans Civic Members, E. R. Greenlaw, W. L. Snider.

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Little Falls Civic Director, R. B. Millard.

MANITOBA

Vice-President—Hon. T. H. Johnson, Winnipeg.
Directors—J. H. Kane, St. Jean; L. D. Bissonnette, St. Joseph; Mayor Casselman, Emerson.



Volume V

FEBRUARY, 1920

Number 1



OUR FIFTH YEAR

With this issue we enter our fifth year and a careful perusal of its contents will furnish much reason for congratulations and a good foundation for hopes of future success.

— Build Roads Now —

THE VIRGINIA MOTORIST

A widely circulated magazine, published at Richmond, Va., carried an eight-page illustrated story in its January issue of The Jefferson Highway. We fully appreciate the compliment to our enterprise.

— Build Roads Now —

WARNING—"BEWARE!"

No one is authorized to use the name of this Association in soliciting business on the Highway, or in behalf of the Highway, unless specific authority is given over the signature of the President or the General Manager.

Owing to the continually growing importance of the J. H. several instances have already occurred where unauthorized persons have used the name of this Association to solicit business and our people have responded, in some cases quite liberally, under the mistaken impression that they were co-operating with this Association when this Association had no part in, and knew nothing about what was being done.

JEFFERSON HIGHWAY ASSOCIATION.

By J. D. CLARKSON,

A TRIP AROUND THE WORLD

The interest taken in Jefferson Highway affairs may be judged, to some extent, by the time required and the mileage traveled by the various directors from outside of Missouri to attend the Board meeting.

Kansas	144 hours, mileage	1,172
Texas	72 hours, mileage	1,853
Iowa	336 hours, mileage	2,298
Manitoba	96 hours, mileage	2,245
Minnesota	288 hours, mileage	5,057
Louisiana	756 hours, mileage	13,406
	<hr/>	
	1,692	26,031

or a total of 70½ days and the total distance was more than the distance around the earth at the equator.

Thus do they value the Jefferson Highway.

— Build Roads Now —

MUSKOGEE SPEEDING UP

Muskogee is showing some speed these times. Much building is going on. A new free state fair grounds has been completed; a \$1,000,000 memorial park is being constructed west of the city; over three miles of concrete road have been built south of the city for the use of the Jefferson Highway, and the entire road through Muskogee County has been vastly improved.

A new bridge has been financed north of the city over the Arkansas River for the Highway, and D. N. Fink, president of the Commerce National Bank, and H. H. Ogden, president of the First National Bank, our representatives there, have been active in bringing about all these improvements and are looking forward hopefully, assured that vast benefits will come to Muskogee from the completion of the Highway.

— Build Roads Now —

MISSOURI HIGHWAY DEPARTMENT ENTERTAINS

As a result of a happy thought on the part of someone connected with the Missouri Highway Department the General Manager of the J. H. was honored with an invitation to attend the first annual banquet of the Missouri State Highway Department at Jefferson City on the evening of January 13th.

He availed himself of the opportunity to rub elbows with the men who are really building roads in Missouri. It was a very pleasant occasion, indeed, and also profitable—giving a first hand information of some real plans for real roads.

Governor Gardner graced the occasion with his presence and opened the talkfest with an explanation of his plans for the \$60,000,000 road program for Missouri. Numerous good speeches followed. The J. H. was well represented in the persons of Hon. George E. McNinch, Highway Commissioner, and Hon. John M. Malang, Highway Superintendent, who was toastmaster, both of whom are J. H. directors. The Jefferson Highway is road No. 1 through Missouri.

IOWANS LIKE MISSOURI FRUIT

I BOUGHT some of the finest Jonathan apples I ever saw down at Bethany, Missouri, the other day, said Roy Frazier of Nevada, Iowa, to a friend in that city. "The other day I drove over the Jefferson Highway to Kansas City. On the return trip I saw some apples at Bethany that looked extra fine.

It so happened that he told this story to the son of an Iowan, who drove up to Beltrami County, Minnesota, and bought a big farm not long since. Each followed the blue and white marks to a destination, and there found what they were looking for. From the opposite angle the two communities were cashing in on their investment in the Jefferson.

— Build Roads Now —

LETTER FROM RETIRING PRESIDENT

Winnipeg, Manitoba, January 16, 1920.

J. D. Clarkson, Esq., Jefferson Highway Association, St. Joseph, Mo., U. S. A.

Dear Sir: The annual meeting of the Jefferson Highway Association was held at St. Joseph, Mo., on Tuesday and Wednesday, January 6th and 7th, 1920. There was a very fair attendance of directors, over twenty being present.

The affairs of the Association were shown by the manager and treasurer's reports to be in a very satisfactory condition.

The people of St. Joseph did honor to the Jefferson Highway's reputation for hospitality, and the usual enthusiasm and good will prevailed on every hand.

Mr. Walter Parker of New Orleans was elected president for 1920. No more suitable selection could possibly have been made. Mr. Parker has been connected with the enterprise from its inception, and his ability and vision have always been reflected in the wonderful progress of the Association. These will be even more evident under his presidency. The year 1920 will doubtless see greater progress with the Highway than any preceding year.

The directors announced their appreciation of the services of their treasurer, Mr. J. E. Combs, of St. Joseph, by re-electing him unanimously.

Two staunch backers of the Highway, Mr. E. H. Frisby of Bethany, Mo., and Mr. J. K. Martin of Little Falls, Minn., were elected Vice-president and General Secretary respectively.

I desire to thank my colleagues of the past year for all their courtesies and kindnesses, and at the same time to bespeak for the President and officers of the current year the same co-operation and devotion to the interests of the Jefferson Highway.

The prospects of early success never appeared so certain as now. The magnitude of the enterprise and the possibilities for great and enduring public service through the medium of this Highway organization never were so obvious as at the present moment.

Yours very truly,
THOS. H. JOHNSON,
Retiring President.

Constitution and By-Laws

Jefferson Highway Association

Revised to February 1st, 1920.

ARTICLE I—ORGANIZATION

1 Section 1. The permanent organization of the
2 Jefferson Highway Association consists of Presi-
3 dent, Vice-president, Secretary and Treasurer.

4 Section 2. The permanent organization of the
5 Jefferson Highway Association from each state
6 shall consist of State Vice-president and three
7 state Directors. These four shall be known as the
8 State Board of Directors for each state.

9 Section 3. The General Officers, with the Vice-
10 president and the three Directors from each state
11 shall form the Board of Directors of the Jefferson
12 Highway Association.

(Note Article XVII).

ARTICLE II—METHOD OF PERMANENT LOCATION

13 The General Manager, subject to the approval of
14 the Advisory Committee of the Jefferson Highway
15 Association, shall determine the permanent route
16 in each and every state, subject to the following
17 conditions:

18 It shall be the duty of the Directors of the Jef-
19 ferson Highway Association in each state to settle
20 all contests within their respective states, and in
21 the event that the Directors of said state cannot
22 agree it shall be the duty of the Directors of the
23 Jefferson Highway Association to settle the con-
24 test. In the event that the decision of the State
25 Directors is not satisfactory to the contestants
26 either party shall have the right of appeal to the
27 Directors of the Jefferson Highway Association,
28 whose decision shall be final; however, no appeal
29 may be taken unless the contesting parties deposit
30 a sufficient sum to cover all expenses incurred in
31 the settlement of the contest.

ARTICLE III—ORGANIZATION

32 Section 1. Name and Seal—The name of this
33 Association shall be known as the Jefferson High-
34 way Association.

35 Section 2. Object—The purpose of this Associa-
36 tion is to encourage and promote the building and
37 maintenance and adorning of a continuous im-
38 proved highway from New Orleans in the South to
39 Winnipeg, Canada, in the North, running generally
40 on the west of the Mississippi River, as a fitting
41 monument to the grand character of Thomas Jef-
42 ferson, by whose efforts the Louisiana Purchase
43 was consummated.

44 Section 3. Office—Offices of the Jefferson
45 Highway Association shall be located in any place
46 that the Board of Directors of the Jefferson High-
47 way may designate.

(Note Article XVII).

ARTICLE IV—MEMBERSHIPS

48 Annual Memberships \$5.00 each, payable in ad-
49 vance.

50 Touring Memberships \$10.00 each, payable an-
51 nually in advance.

52 National Memberships of \$25.00 each, to be paid
53 in five equal installments annually in advance.

54 International Memberships of \$50.00 each, to be
55 paid in five annual installments in advance.

56 Supporting Memberships of \$100.00 each, to be
57 paid in five equal annual installments in advance.

58 Life Memberships of \$250.00 each, to be paid in
59 five annual equal installments in advance.

60 Counselor's Memberships of \$500.00 each, to be
61 paid in five equal annual installments in advance.

62 Founders' Memberships of \$1,000.00 each, to be
63 paid in five equal annual installments in advance.

64 Endowment Memberships of \$10,000.00 each, to
65 be paid in five equal annual installments in ad-
66 vance.

ARTICLE V—OFFICERS

67 The officers of the General Association shall
68 consist of a President, Vice-president, Secretary
69 and Treasurer.

(Note Article XVII).

ARTICLE VI—BOARD OF DIRECTORS

70 The Board of Directors shall be composed of the
71 General Officers—four State Directors—of which
72 one shall be the State Vice-president from each
73 state. A quorum shall consist of not less than

74 seven members representing not less than three
75 states. Directors can vote by written proxy at all
76 meetings. The entire vote shall be cast for each
77 state by the Directors present, unless there be a
78 division, and in the event there is only one Di-
79 rector present he shall cast the entire vote of his
80 state. In the event there are two present and
81 they disagree, the vote shall be two for and two
82 against. In the event there are three present
83 and they disagree, two shall vote two and two-
84 thirds vote and one shall vote one and one-third
85 vote. Proxy Directors shall only be represented
86 by proxy by citizens of their respective states.

ARTICLE VII—GENERAL EXECUTIVE COMMITTEE

87 The General Executive Committee shall consist
88 of the President, Vice-president and State Vice-
89 presidents. A quorum shall consist of not less
90 than three members.

91 The duties of the General Executive Committee
92 shall be to consider and pass upon all matters
93 laid before them by the President or Vice-presi-
94 dent or any member of the committee.

95 The Secretary of the Association shall act as
96 Secretary of the Executive Committee, shall keep
97 the minutes of the meetings of the Executive
98 Committee and at all meetings of the Board of Di-
99 rectors, the minutes of the intervening meetings
100 of the Executive Committee shall be read, and in
101 the event of the absence of the Secretary the Ex-
102 ecutive Committee shall have the power to ap-
103 point a Secretary pro tem to keep the minutes of
104 the said meeting.

ARTICLE VIII—ELECTION

105 The election of the President, Vice-president,
106 Secretary and Treasurer shall be made by the
107 Board of Directors at their annual meetings as
108 hereinafter provided.

ARTICLE IX—COUNTY ASSOCIATION

109 There shall be maintained a County Association
110 in each county through which the Jefferson High-
111 way passes, of which the officers shall consist of
112 Chairman, Vice-chairman, Secretary, Treasurer
113 and three advisory members.

114 The officers of the County Association shall
115 meet at the call of the Chairman or Vice-chairman
116 whenever in their opinion the interests of the road
117 require such a meeting, and each officer shall
118 faithfully perform the functions and duties of his
119 office.

ARTICLE X—COUNTY CONVENTION

120 An annual convention shall be held in each
121 county through which the Jefferson Highway
122 passes. The convention is to be held at the
123 county seat, or other suitable place, for the pur-
124 pose of electing the County Officers and for con-
125 sidering ways and means to best promote the in-
126 terests of the road in that county during the com-
127 ing year. Also for the election of three delegates
128 from their number to attend the Jefferson High-
129 way State Convention for the purpose hereinafter
130 stated.

ARTICLE XI—STATE CONVENTION

131 The State Vice-president shall issue a call for a
132 State Convention to be held prior to the annual
133 meeting of the International Association of each
134 year, and in said call shall be designated the time
135 and place of said meeting. Said notice shall be
136 given in writing at least ten (10) days prior to
137 said meeting. In the event the Vice-president
138 fails to make the call such call shall be made by
139 the Directors of the state. Whenever a State
140 Organization or a State Vice-president or State
141 Directors fail to perform their full duty or duties
142 to the Jefferson Highway Association the General
143 Manager, with the approval of the President, may
144 reorganize such State Organization and report
145 such reorganization to the next annual meeting of
146 the Board of Directors.

147 The International Board of Directors of the Jef-
148 ferson Highway Association may declare any Di-
149 rectorship vacant for cause and fill the vacancy.

150 The State Convention shall be composed of the
151 delegates elected from each County Convention
152 and the State Board of Directors. Each county
153 delegate shall have one vote in the election of
154 the State Vice-president and three Directors and
155 on other matters coming before the State Con-
156 vention.

157 Each State Convention is empowered to pro-
158 vide for its organization and for the annual elec-
159 tion of a State Vice-president and three State Di-

160 rectors. These four officials shall constitute the
161 State Executive Committee, of which the Vice-
162 president shall be chairman.
163 The members of the State Board of Directors
164 are to be members of the Board of Directors of the
165 Jefferson Highway Association.

ARTICLE XII—MEETING OF BOARD OF DIRECTORS

166 The President or Secretary of the Jefferson
167 Highway Association shall notify each member of
168 the Board of Directors by letter or wire at his
169 registered address at least ten days prior to the
170 annual meeting. The Board of Directors at the
171 annual meeting shall elect a President, Vice-pres-
172 ident, Secretary and Treasurer, and take up all
173 business coming before the meeting relative to the
174 welfare of the Jefferson Highway.

175 The Board of Directors is empowered to employ
176 a Secretary and Engineer and such other employes
177 as may be required in their judgment, and to
178 fix their salaries and define their duties.

179 All Ex-Presidents of the Jefferson Highway
180 shall be ex-officio members of the Board of Di-
181 rectors.

182 "The Board of Directors shall meet annually;
183 said meetings shall be held on the third Tuesday
184 in the month of January, at which time the an-
185 nual election of officers shall be held. A called
186 meeting may be held in the month of July; said
187 call to be issued by the General Manager, subject
188 to the approval of the Advisory Committee, and
189 any business of the Association may be trans-
190 acted.

191 The Advisory Committee shall set the dates of
192 all meetings at least thirty days in advance of the
193 meetings.

194 The President or Secretary of the Jefferson
195 Highway Association shall notify each member
196 of the Board of Directors by letter or wire at his
197 registered address at least ten days prior to the
198 annual meeting. The Board of Directors at the
199 annual meeting shall elect a President, Vice-pres-
200 ident, Secretary and Treasurer, and take up all
201 business coming before the meeting relative to
202 the welfare of the Jefferson Highway.

203 The Board of Directors is empowered to employ
204 a Secretary and Engineer and such other employes
205 as may be required in their judgment, and
206 to fix their salaries and define their duties.

207 The Board of Directors, at a regular meeting,
208 may appoint an Advisory Committee of five mem-
209 bers, of which the President and Treasurer shall
210 be members ex-officio. Three members of the
211 Advisory Committee shall constitute a quorum."

ARTICLE XIII—SPECIAL MEETING

212 Special meetings of the Board of Directors may
213 be held at the call of the President or of the Gen-
214 eral Executive Committee, provided a written no-
215 tice or telegram is sent by the President or Secre-
216 tary to each member of the Board at least five
217 days prior to the meeting, stating object, time and
218 place of meeting.

219 No business can be transacted at any special
220 meeting except such as is specifically stated in
221 the call of said meeting.

ARTICLE XIV—DUTIES OF OFFICERS—PRESIDENT

222 "The President shall preside at all meetings of
223 the Board of Directors, General Executive Com-
224 mittee and the General Association. The Presi-
225 dent with the Secretary shall execute all papers of
226 record requiring a corporate seal. No contract or
227 obligation shall be entered into involving an ex-
228 penditure of over \$200 without the consent of the
229 Executive Committee, Board of Directors or the
Advisory Committee."

VICE-PRESIDENT

231 In the absence or disability of the president the
232 vice-president shall exercise the power to perform
233 the duties of the president and shall perform duties
234 as may be set forth by the Board.

SECRETARY

235 The secretary shall attend all meetings of the
236 board of directors and executive committee and
237 keep a written record of all proceedings thereof,
238 give notice of meetings of the directors and execu-
239 tive committee, attach the Seal of the Corporation
240 to documents requiring same and performing such
241 other duties as may be directed by the Board of
242 Directors or Executive Committee. If the Board
243 elects to have a Field Secretary and Office Secre-

244 tary the duties of the Secretary defined above shall
245 be performed by either secretary, and in the ab-
246 sence of the secretary the board of directors shall
247 elect a secretary pro tem, who shall perform the
248 duties of the secretary for said meeting.

TREASURER

249 The Treasurer shall have full custody of the
250 funds of the Association, keep a full and accurate
251 account of all receipts and disbursements.

252 He shall deposit all moneys and other valuable
253 effects in the name and to the credit of the Asso-
254 ciation, in such depositories as may be designated
255 by the Board of Directors, or Executive Commit-
256 tee.

257 The Treasurer shall report at each annual meet-
258 ing, giving the financial operations since the last
259 meeting and showing the present financial condi-
260 tion. This report shall be properly audited by a
261 public accountant prior to each meeting and prop-
262 erly filed. The Treasurer shall furnish a copy of
263 his report to each Director.

264 He shall disburse all funds of the Association as
265 directed by the Board of Directors or Executive
266 Committee, taking receipts for the same, and shall
267 report to the Board of Directors and Executive
268 Committee at their meetings.

269 The Treasurer shall give a bond for the faithful
270 performance of his duties in such an amount as is
271 determined by the Board of Directors or Executive
272 Committee, expenses of said bond to be paid by
273 the Association.

274 All drafts, checks, bills of exchange, notes or
275 other negotiable paper shall be signed by the
276 President or by the Vice-president.

ARTICLE XV—VACANCIES

277 Vacancies in the Board of Directors shall be
278 filled by the State Board of Directors in the state
279 from which the vacancy occurred, subject to the
280 approval of the Board of Directors of the Jeffers-
281 on Highway Association.

282 Any vacancy occurring in the General Officers
283 shall be filled by the Board of Directors for the
284 unexpired term.

ARTICLE XVI—AMENDMENTS

285 These By-laws may be amended at any regular
286 meeting of the Board or a special meeting called
287 for that purpose by a majority vote of the Di-
288 rectors present at such meeting.

ARTICLE XVII—CIVIC MEMBERSHIPS

289 Section 1. There is hereby created two addi-
290 tional memberships in the Jefferson Highway As-
291 sociation; one to be known as the Single Civic
292 Membership and one to be known as the Double
293 Civic Membership.

294 The Single Civic Membership to be applicable
295 to the smaller cities of the Jefferson Highway
296 and Double Civic Memberships to be applicable to
297 the larger cities of the Jefferson Highway.

298 The Single Civic Membership to be for Five
299 Thousand Dollars, payable one thousand dollars
300 each year in advance.

301 The Double Civic Membership to be for Ten
302 Thousand Dollars, payable two thousand dollars
303 each year in advance.

304 Section 2. The cities providing the Single
305 Civic Membership either through one or more
306 of its civic bodies or by a combination of in-
307 dividual memberships will, when such member-
308 ship is accepted by the International Board be
309 entitled to the franchise for the Jefferson High-
310 way, subject to the rules and regulations of the
311 Board of Directors heretofore or hereafter
312 adopted, and be entitled to a representation by
313 three delegates in the meeting of its home state
314 and be entitled to one director on the Interna-
315 tional Board of Directors.

316 Section 3. The cities providing the Double
317 Civic Membership as provided in Section 2 of
318 this article will be entitled to six delegates to
319 the home state meetings and two representatives
320 on the International Board subject to the same
321 conditions.

322 Section 4. These two classes of representatives
323 to be entitled to participate and vote in all meet-
324 ings of their respective bodies in person or by
325 proxy.

326 Section 5. The right of representatives of civic
327 memberships to participate and vote in state or
328 international meetings will be in abeyance when
329 the payments on such memberships are in arrears.

(To page 23)

REPORT ON THE OFFICIAL ORGAN

"The Modern Highway," Formerly "The Jefferson Highway Declaration"

— Build Roads Now — Build Roads Now — Build Roads Now —

A full report was made to the directors of The Modern Highway, the official magazine, showing that it had more than paid its way for the year and that it was gaining an enviable reputation not only as a home organ, but also as a highway organ.

A score of letters were read from public men, magazine editors and local J. H. people highly commending it, short extracts from which follow.

Charles H. Davis, President National Highway Association, Cambridge, Mass.: "I have hoped that thru your organization something might be developed in the way of a house organ that would not only represent the Jefferson Highway, but would likewise represent then and every other highway."

R. P. Brewer, Vice-president Southwest National Bank of Commerce, Kansas City, Mo.: "It is one of the spiciest, newsiest periodicals I get."

John E. Pickett, Association Editor Country Gentleman, Philadelphia, Pa.: "I just want to say that the December Declaration is a hummer and quite worthy of you."

R. T. Forbes, President First National Bank, St. Joseph, Mo.: "It is a good, spicy, clean-cut journal. I read every issue and am very much in sympathy with its purposes and objects."

H. E. Hopkins, Managing Editor The Road-Maker, Chicago, Ill.: "I congratulate you on the November issue of the Jefferson Highway Declaration. It's bully."

E. T. Meredith, editor Successful Farming: "I thank you for sending me copy of the last issue. It is fine. I approve everything in it most heartily except heading on page 22. (You see I went clear through it)."

Paul Nesbitt, Ex-speaker Oklahoma House of Representatives, McAlester, Okla.: "I don't know anything that so nearly fills the mission of the country weekly."

W. S. Gilbreath, Manager Detroit Automobile Club, Detroit, Mich.: "We have been reading with a great deal of interest your paper on the Jefferson Highway, and I want to compliment you on its get-up and the matter it contains."

Mr. George W. Christie, editor Red Lake Falls Gazette, Red Lake Falls, Minn.: "Permit me to thank you in behalf of Red Lake County in general and myself in particular for the splendid publicity given our county in the November issue of your magazine."

Verbal and written commendation of an enterprise has its constructive value, but there is something about "Money Talk" that is very satisfying. Take for example the following:

St. Joseph, Mo.

We learn that each of the 500 members of the St. Joseph Automobile Club is subscribing for The Modern Highway.

Appreciating the value of this journal, not only in boosting highways, but also as a publicity medium, owing to the intimate relation it sustains to the hords that are not interested in better roads, we consider it a favor if you will permit us to pay the subscription price (\$1.00), for three years for those on or near the Highway within 100 miles of this city who have not subscribed for it, to a minimum of 500 or a maximum of 1,000, it being understood that we are to be supplied with a list of names to whom the magazine is to be sent and that we be permitted to write to them telling them of our sending it complimentary.

Yours very truly,

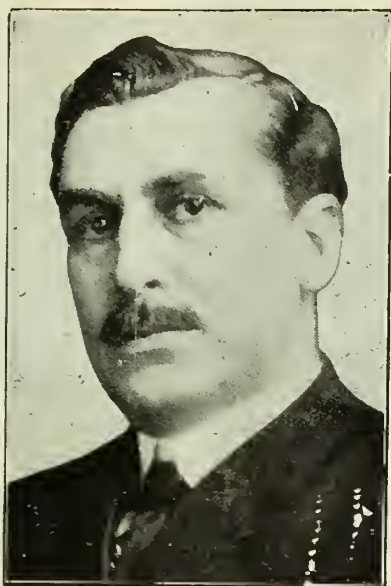
TOWNSEND-UEBERRHEIN CLO. CO.
A. E. UEBERRHEIN.

The Retail Merchants' Association of St. Joseph heard of the Townsend-Ueberrhein offer and wanted in on it.

The following is the conclusion of the incident:

RETAIL MERCHANTS ASSOCIATION		No. 47	
REBATE OFFICE, SIXTH AND EDMOND STS.		ST. JOSEPH, MO. June 18 1919	
PAID TO THE ORDER OF		S 700.00/100	
Jefferson Highway Ass'n		DOLLARS	
Seven Hundred & No 7.00		RETAIL MERCHANTS ASSOCIATION	
TO EMPIRE TRUST CO.		By Frederick Neudorff	
36-57 ST. JOSEPH, MO., 36-57			

EVERYTHING CONSIDERED IT MAY BE SAFELY CONCLUDED THAT THE J. H. HAS A VALUABLE ASSET IN THE MODERN HIGHWAY MAGAZINE.



HON. E. T. MEREDITH,
New Secretary of Agriculture—Founder of the
Jefferson Highway.

A FRIEND AT COURT

The Jefferson Highway Neighbors have reason to congratulate themselves as well as felicitate Mr. Meredith on his appointment as secretary of agriculture of the United States because he is not only a staunch supporter of improved highways, but also the founder and a life director of the Jefferson Highway.

While we neither will expect nor ask any special favor for our highway on that account it is undoubtedly true that while he is secretary of agriculture any highway project of merit can secure a friendly sympathetic and intelligent hearing. It will be entirely safe, probably, to go even farther and expect the new secretary to be out in the lead with a constructive policy covering the field of his department.

A political opponent concedes: "Mr. Meredith is an administrator, an executive, a pusher, a promoter, a manager and a man of all round good sense and principles." * * * "If no more is demanded of him than what a meritorious, talented and most energetic Iowa Democrat can reasonably be expected to deliver, then the results in his case will be very gratifying. He will, from the moment of his entry into the cabinet, raise the standard, and he will with becoming modesty, ability and good spirit make an official record which this state will be glad to own and to have entered to its credit."

These favorable predictions are already justified by the information given out in Washington news items we quote. Many have deplored present conditions, but he prescribes a concrete cure.

Elimination of useless employes in non-productive business, speeding up of industry commensurate with the present activity of the farmers and determination of retailers and jobbers to exact only a reasonable profit were recommended as a solution for the high cost of living problem by Edwin T. Meredith in taking the oath of office as secretary of agriculture.

DIRECTORY

YOUR HOTEL

Should be chosen with thought of its safety, comfort and character. These are always evidenced at the beautiful Saint Paul. It is fireproof; every room has private bath; and the management aims at the high ideals that prevade your private home.

Rooms from \$2 single and \$3 double
Excellent restaurants serve the choicest food of the world



THE SAINT PAUL
In Saint Paul

Hotel Muehlebach

BALTIMORE AVENUE AND TWELFTH STREET
Kansas City, Mo.



500

New Fireproof Rooms

Rate from \$2.00

The House of
Utility-Service-Elegance

Operated By

Whitmore Hotel Co.

Under the Personal Direction of

S.J. Whitmore and Joseph Reichl

The cost of living problem, he asserted, cannot be solved through efforts of one class, but all business and all labor must recognize the solution as a common duty or "less and less will there be of farm produce to divide among the people and higher and higher will go the price of that produced."

FARMERS WILL DO THEIR PART

"Farmers of America," said the secretary, "are willing to assume their part of the responsibilities in meeting any problem threatening the welfare and stability of our country, but this high cost of living problem is a mutual one and they ask that it be approached by all the people as a common problem. They ask that those engaged in distribution eliminate the lost motion and not put so great a burden upon production as there is upon it today. In other words, they ask that there be an adequate number of producers of wealth, and this includes property and food of all kinds and only such distributors as is necessary to perform the services required. They ask that the banks, railroads, wholesale houses, retail establishments, factories, all of which are vitally necessary to the farmer and recognized by him as such, be speeded up along with him, that the work now done by three men may be done, if possible, by two, and the burden of transportation and distribution be thereby lightened.

"Business men must look to the operation of their establishments and see that no useless employe is retained to add to the cost of distributing what the farmer now produces. Useless employes must be released from non-productive work that they may go into productive work and add to the sum total that may be distributed among all. Let us have six-tenths of our people in production and four-tenths in distribution, that there may be a six-tenths of what a man can produce each day for each of us, rather than have four-tenths in production and six-tenths in distribution, which gives us only four-tenths of what a man can produce each day for each of us.

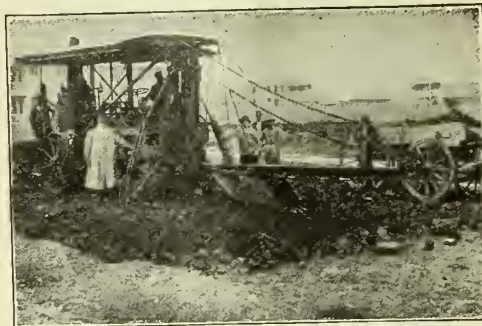
WANT OTHER LABOR TO HELP

"The farmer asks that the laborers in the mines, the factory and the mills, who are also real producers along with the farmers, make an effort comparable to his to see that there is just as little labor expense as possible in each article turned out by their hands, thereby helping the farmers, who in turn will help the laborers. Given this and the manufacturers, jobbers and retailers taking a reasonable profit and recognizing the harm that must ultimately come from profiteering upon the farmer, the question of high cost of living will largely solve itself.

"On the other hand, if the whole country, all business and all labor, does not recognize this as a common problem, and do those things which give the farmer a fair compensation for his efforts to do those things which make farming remunerative, pleasant and as attractive as other lines of endeavor, the conditions will not improve. On the contrary, more and more will the young men leave the farms, and more and more will the older men become discouraged, and less and less will there be of farm produce to divide among the people for

KEYSTONE 10-TON TRACTION SHOVEL

For Road Grading, Ditching, Back-filling, Etc.



Is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops; Dipper for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.

KEYSTONE DRILLER COMPANY

Beaver Falls, Pa. Joplin, Mo. Monadnock Bldg., Chicago

TRAIL STATE BANK

Trail, Polk County, Minnesota

On the Jefferson Highway

6% PAID ON TIME DEPOSITS

RESOURCES OVER \$200,000.00

H. Welch & Son GARAGE

Our stock of accessories and Ford parts is complete.

Phone No. 5

Stanberry, Missouri

JEFFERSON GARAGE

Tires, Tubes and Accessories.

Ford Sales and Service, Oakland Sales and Service.

McKay Brothers.

Farmington, Minn.

Pavers,
Grouters,
Hoists,
Pumps,



Building
Mixers,
Backfillers,
Elevators

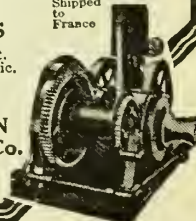
Contractors' Equipment

BUILT OF STEEL WITH
HYATT ROLLER BEARINGS

Astonishingly Low Prices
--Cash or Terms--
PROMPT DELIVERIES

All sizes from 5 ft. to 22 ft.
cap. Gas, Steam or Electric.
Complete stock carried in
or near your city.

THE AMERICAN
Cement Machine Co.
Inc.
Keokuk, Iowa



ASK ABOUT
OUR
HIGH DRUM
TWO BAG
PAVER

OVER 10¢ SOLD
IN ONE ORDER
Shipped
to
France

\$250
BUYS
LOW
CHARGER

their sustenance, and higher and higher will go the price of that which is produced."

More liberal financial co-operation by the federal government in road building in western states where large areas of public lands are located than in other states where the government controls no under-developed territory was advocated today by Secretary Meredith, speaking before highway representatives from western states. Appropriation of \$100,000,-000 annually for four years was suggested.

"It would be only equitable," the new head of the department of agriculture said, "for the federal government to increase its percentage of co-operation over the present basis. I am also heartily in favor of continuing the appropriations for the building of national forest roads. These forests constitute a great national resource and their preservation and development is a national responsibility which ought to be met in full measure."

Mr. Meredith urged continuation of present federal and state co-operation in connecting state roads systems with the systems of adjoining states and of work now going forward under the federal aid road act.

"As 1921 is the last year covered by the act," he said, "it would be highly desirable, in my opinion, for congress to make provisions as promptly as possible for the continuation of the work under the present system by an appropriation of at least \$100,000,000 for each of the four fiscal years beginning with 1922."

— Build Roads Now —

HEAVY HIGHWAY TRAFFIC

Notwithstanding the fact that the roads from here to the cities have been far from good during the present season the automobile traffic has been greater than ever before, as is shown by the report of Mr. Nickelson, who was stationed at Elk River to count the cars and other vehicles during one week. The average number per day was over 920 vehicles. The work of counting the vehicles was undertaken upon order of the state highway commission. The inspectors were stationed at the Mississippi River bridge, owing to the fact that all through traffic comes that way during the period of construction work on the Jefferson Highway between Elk River and Anoka.—Sherburne County Star-News.

(Continued from page 19)

330 Section 6. The ultimate acceptance of member-
331 ships and the granting of the franchise of the
332 Jefferson Highway Association must be by affirm-
333 ative action of the International Board of Di-
334 rectors.

335 Section 7. All counties, parishes, municipali-
336 ties (in Canada), and holders of Single and
337 Double Civic Memberships which are not in ar-
338 rears on their membership payments will be en-
339 titled to have paid out of the International
340 Treasury the railroad fares or automobile mile-
341 age not exceeding the railroad fares of their re-
342 spective delegates to and from their homes to
343 the place at meeting of state associations for one
344 meeting a year. The railroad fares or automobile
345 mileage not to exceed the railroad fares, of the In-
346 ternational Directors and general officers shall
347 be paid out of the International treasury.

348 This provision to apply as soon as any unit shall
349 provide its quota or more of memberships.

Public Garage

PHONE 35.

BUTLER, MO.

Opposite Fraternal Inn.

Ford Sales and Service Station

Ladies' Waiting Room in Connection.

F.&A. Garage and Battery Station

FERGUSON & ALEXANDER

OSAWATOMIE, KANS.

BOTH PHONES, 413

Only garage in town on J. H. LADIES' REST ROOM
Expert Repairing of Storage Batteries, Electric Starters and Generators

BRIGGS-BURBA MOTOR CO.

Second and Cherokee

Phone 26

McALESTER, OKLA.

Thompson Motor Company

2nd and Evergreen Street

DURANT, OKLAHOMA

Automobiles, Supplies, Accessories
Storage, Expert Repairing

"Prompt and Courteous Attention"

PEARCE AUTO COMPANY

112-120 S. Burnett Ave.

DENISON, TEXAS

Distributors of

Buick—Ford—Hudson

Automobiles, Supplies, Storage

Old Phone 60

New Phone 153

HOTEL YOREE

In the Heart of the Business District

EUROPEAN PLAN, PRIVATE DINING ROOMS

"Modern Fireproof"

250 Rooms

150 With Bath

The Shreveport Hotel Co.

C. H. JENNINGS, Mgr.

SHREVEPORT, LOUISIANA

A hot breakfast for 9 cents

JUST a few cents for coffee, butter-and-syrup spread pancakes and all!

And oh, how easy to make! Everything, even powdered sweet milk, comes ready mixed in the flour. Beat up with water and the batter's made—on the griddle with them and they're done; tender, golden-brown and rich with the real old southern flavor.

It's not often these days that anything so good costs so little. Ask your grocer for a package of Aunt Jemima Pancake Flour—and tell old man H. C. L. to go jump in the lake!

*For variety, get a package
of Aunt Jemima Buckwheat
Flour at the same time*



AUNT JEMIMA PANCAKE FLOUR



Copyright 1920, Aunt Jemima Mills Company, St. Joseph, Missouri

Reg. U. S. Pat. Of.

"I'se in town, Honey

The Modern Highway

Published Monthly by

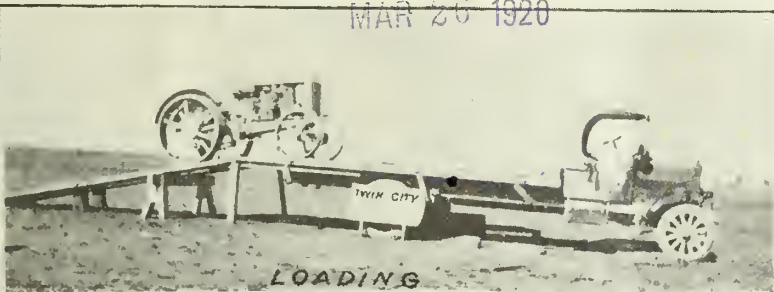
\$1.00 Three Years

JEFFERSON HIGHWAY ASSOCIATION

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MARCH, 1920

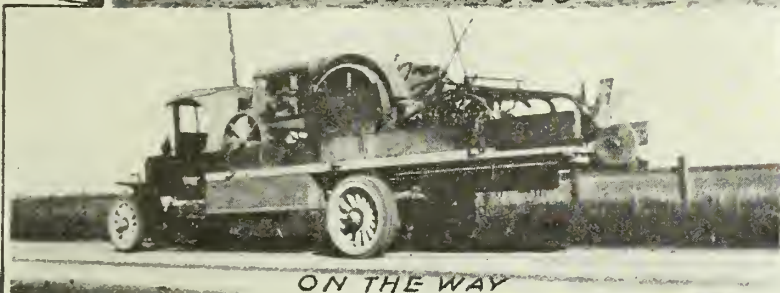
Motorizing



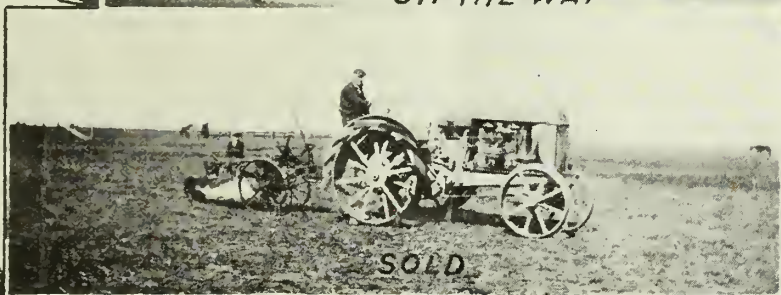
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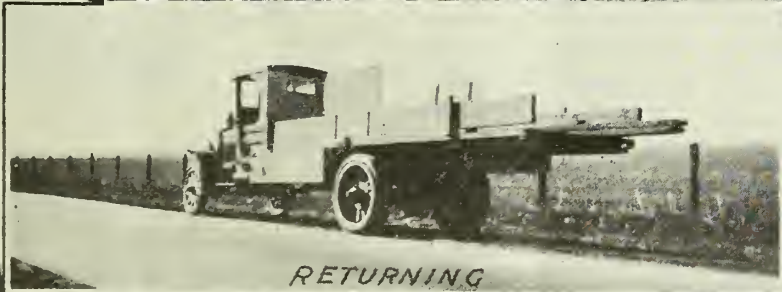
Farm



One



Days



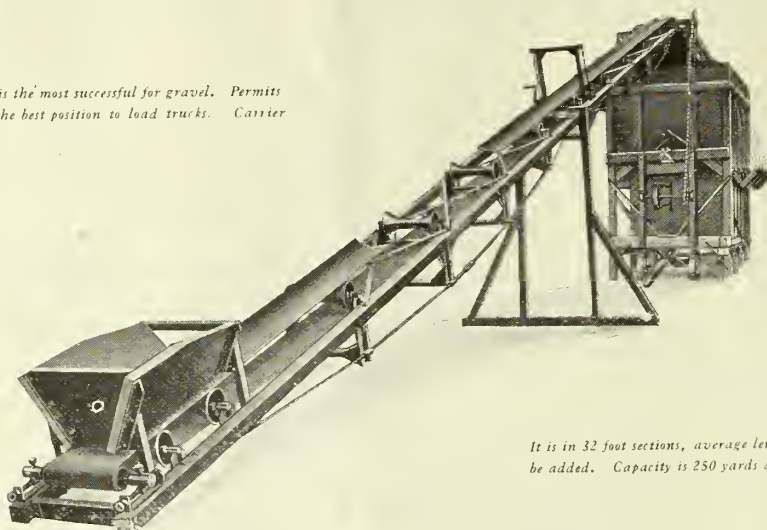
Work



Read the story on page 3. The third and fifth pictures show the Pikes Highway near Sacramento. The bottom picture is on the Jefferson and Pikes Peak in Missouri.

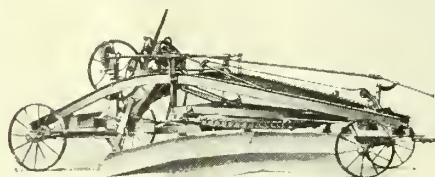
The Road-Builders' Biggest Year

The Belt Conveyor is the most successful for gravel. Permits placing the bin in the best position to load trucks. Carrier is extended into pit.



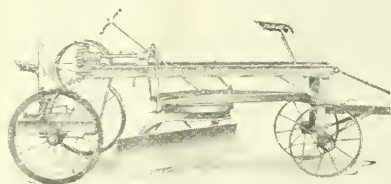
It is in 32 foot sections, average length. 12 foot sections can be added. Capacity is 250 yards and up per day.

ELEVATING GRADERS
ROAD MACHINES, ALL SIZES
THE HI-WAY PATROL
SCARIFIERS



The New Finisher

ROAD DRAGS
DISC PLOWS
RAILROAD PLOWS
ROOTER PLOWS

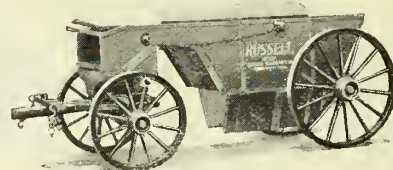


Junior Grader

Users will discover the real value and capacity of RUSSELL Road Machinery as never before. Designed and built, by veteran road-builders, to stand up and deliver day in and day out, to operate easily and quickly, with the least labor and at the lowest cost of up-keep, it is well able to meet the stiff test this year.

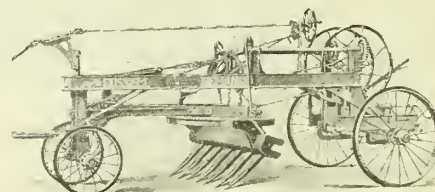
Play safe this year and place your complete order NOW. If you like dead-certain results, be sure the name RUSSELL is on your equipment.

WHEEL SCRAPERS
BUCK SCRAPERS
DUMP WAGONS
ROAD FINISHERS



Russell Dump Wagon

GRAVEL EQUIPMENT
GALVANIZED CULVERTS
STEEL BEAM BRIDGES
CUTTING EDGES



Medium Size Scraper

The 1920 Catalog, Fully Illustrated, is Ready—Send your Name and Address

RUSSELL GRADER MANUFACTURING CO.

Minneapolis, Minn.

Representatives in

Atlanta, Ga.
Butte, Mont.
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Salt Lake City, Utah.
San Francisco, Calif.
Vancouver, B. C.
Winnipeg, Man.

ABOUT THIS MAGAZINE

It is Being Read and Appreciated as Indicated by the Following Letters

— Build Roads Now — — Build Roads Now — — Build Roads Now —

UNIVERSITY OF MICHIGAN

Ann Arbor, Mich.

Dear Editor. To date we have not received the October, 1919, issue of The Modern Highway.

As we bind your valuable publication for the files of the Davis Library of Highway Engineering, we trust that you will be able to forward us the missing number.

Sincerely yours,

ARTHUR H. BLANCHARD.

Professor of Highway Engineering.

COMMERCE CLUB OF ST. JOSEPH, MO.

My Dear Mr. Clarkson: I wish to compliment you on the splendid issue of your paper for February. It covers the ground so thoroughly and in such an interesting manner on the questions of interest growing out of the good roads movement that I cannot but feel its influence on this splendid movement will be very beneficial.

I note with much pleasure that you have omitted no section between New Orleans and Winnipeg. You bring all of the sections between these two points to the attention of the reader. I am sure it will be appreciated by all, as it is by the writer.

Trusting that your splendid paper will meet with the success which it merits, I am,

Very truly yours,

J. G. WING,
President.

Rockville, Ind., March 6, 1920

Dear Sir: Please find enclosed a check for \$30.00 and subscriptions for thirty Highway magazines. Glad to be able to send this number.

Yours respectfully,

L. W. BROWN.

EDITORIAL ROOMS

THE SATURDAY EVENING POST

THE CURTIS PUBLISHING COMPANY

George Horace Lorimer, Editor,
Philadelphia

Dear Sir: Thank you for your letter with the accompanying copy of The Modern Highway.

We shall be glad to look over this publication.

Yours very truly,

The Editor.

THE CHRISTIAN SCIENCE MONITOR

Boston, U. S. A.

EDITORIAL DEPARTMENT.

Kindly accept our thanks for your recent communication submitting material for use in the columns of the Christian Science Monitor.

We appreciate your courtesy in furnishing this matter, and we have turned it over to the proper sub-editor.

MISSOURI HIGHWAY DEPARTMENT

JEFFERSON CITY

Dear Mr. Clarkson: I have noted with special interest the February issue of The Modern Highway. This magazine seems to get better with each issue. I was particularly interested in the splendid article written by Mr. Walter Parker of New Orleans, which is convincing evidence of the valuable territory that is taken care of by the Jefferson Highway.

Very truly yours,

GEO. E. MCININCH,
Vice-Chairman.

OFFICE OF THE MAYOR

St. Joseph, Mo.

My Dear Mr. Clarkson: I have read with pleasure and looked with keen delight at a copy of The Modern Highway, of which I am the recipient through your courtesy, for which you will please accept my very sincere thanks.

The publication is mechanically pleasing, and from a literary and practical viewpoint exceptional.

I cannot but bespeak my appreciation, and give you my assurance that I believe The Modern Highway is filling, and will fill, a very important part in bringing about the completion of the great highway that is honored with your management.

With my very kindest personal regards, I am, sir,

Very sincerely yours,

JOHN C. WHITSELL, Mayor.

— Build Roads Now —

PIKE'S PEAK OCEAN TO OCEAN HIGHWAY

At the time of turning in the copy for this issue a co-operative arrangement has been agreed upon between the Jefferson and the Pikes Peak Highway Associations looking to the extending of the circulation of this magazine over the Pikes Peak territory, and the use of it for Pikes Peak publicity, as well as that of the Jefferson.

The Pikes Peak people are planning to re-organize their highway along the same membership lines as that which has proven so successful on the Jefferson, but this does not mean that there will be any merger of the two associations. Each is to retain its own separate organization. More about the plans will be in future issues.

— Build Roads Now —

WITHIN the next few days, or possibly before this is in type, the general manager expects to take the road for a trip through Iowa, Oklahoma and Texas. Just which way he will turn first will depend somewhat on the weather.

NEW ROADS FOR ENGLAND

HIGHWAY SYSTEM FOR EXPRESS TRAFFIC ONLY WILL BE BUILT

No Vehicle With Speed Under Twenty Miles an Hour Will Be Permitted—A Speeder's Paradise

— Build Roads Now —

LONDON, Jan. 29.—A new system of highways is to be added to England's existing network of good roads. These are to be for the use of express traffic exclusively. No horse vehicles will be allowed.

When you turn in one of these track roads you will pass a speed limit sign, of the usual kind, perhaps "speed limit twenty miles an hour," but this won't mean what it seems to mean. It will mean that no vehicles with a maximum speed below that figure are allowed on the road. The rule of the road will be to keep going or to get on to the by-ways and lanes reserved for crawlers. On this road will be all the pleasure speeders making their sixty miles an hour without thought of chickens, dogs or children; but

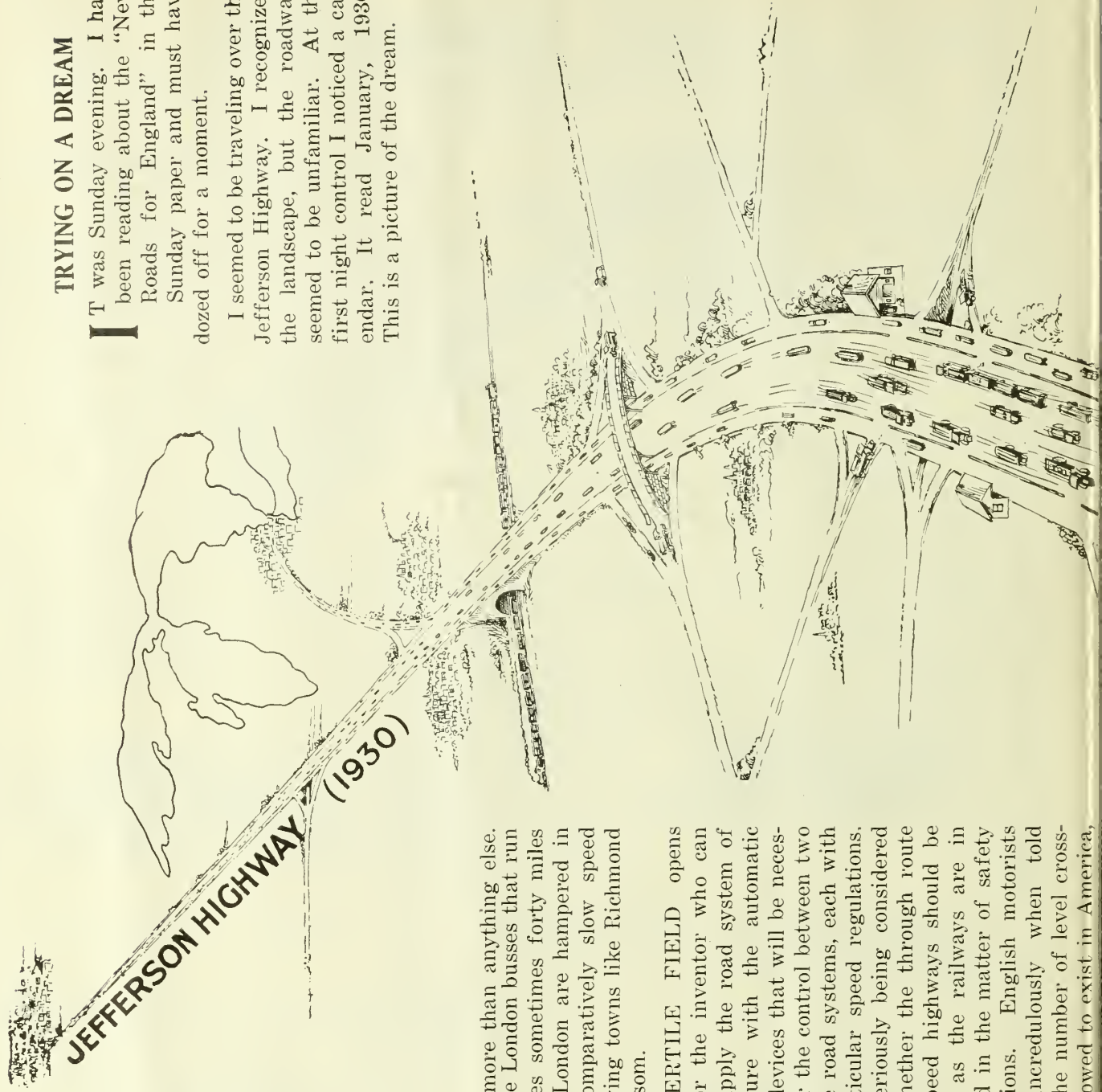
service more than anything else. Even the London busses that run on routes sometimes forty miles out of London are hampered in their comparatively slow speed by outlying towns like Richmond and Epsom.

A FERTILE FIELD opens for the inventor who can supply the road system of the future with the automatic safety devices that will be necessary for the control between two or more road systems, each with its particular speed regulations. It is seriously being considered here whether the through route high speed highways should be treated as the railways are in England in the matter of safety precautions. English motorists smile incredulously when told about the number of level crossings allowed to exist in America,

TRYING ON A DREAM

IT was Sunday evening. I had been reading about the "New Roads for England" in the Sunday paper and must have dozed off for a moment.

I seemed to be traveling over the Jefferson Highway. I recognized the landscape, but the roadway seemed to be unfamiliar. At the first night control I noticed a calendar. It read January, 1930. This is a picture of the dream.



will be the road trains drawn by a new type of heavy truck that will race the freight trains on all except long distance hauls.

This is no speed hog's dream, but one of the plans for speeding up old England, which are already well under way at the ministry of transportation under the energetic direction of Sir Eric Geddes. All the existing roads in England are being classified in preparation for their assignment to special grades of traffic. Some of them—for example, the great North road and other highways laid down during the Roman occupation of Britain—may be direct enough for conversion to high speed traffic; all the main highways are solidly enough built and most of the byways, too, so far as the road surface is concerned. But most of the smaller roads wander around the countryside as if they had been originally surveyed by a party of children out picking flowers, and many of the main roads have curves that would be death to any fast traffic.

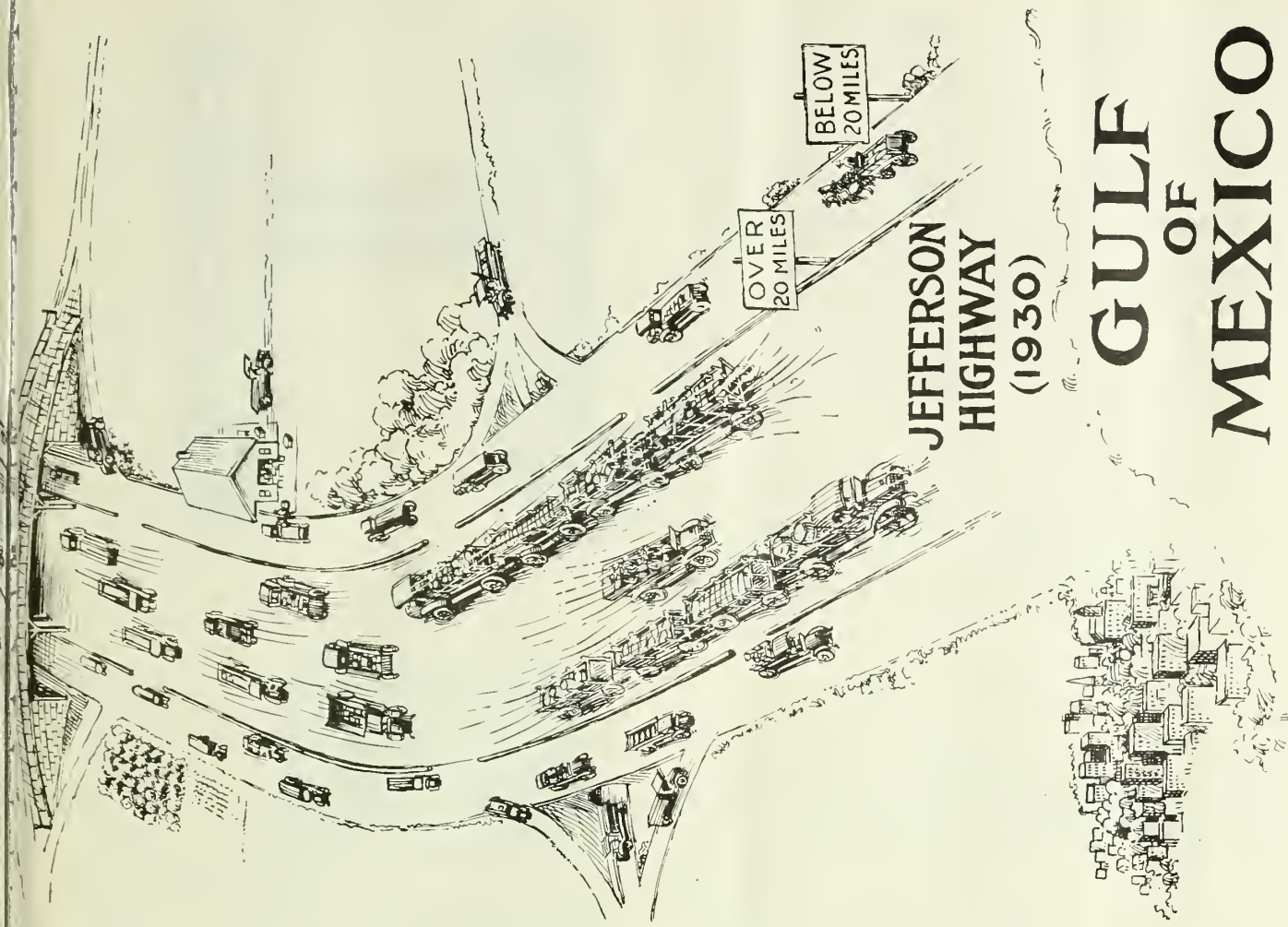
Again, a peculiarity of roads almost anywhere is that they have a way of passing through towns. The roads the ministry is planning now are to be thorough routes across the country in every direction, passing close by every large center of population, but not entering any. This is an important matter in England, where towns impede fast motor

roads. In England a level crossing is a rarity, almost a curiosity; even on second class

One plan being considered is to abolish level crossings of roads belonging to two different systems of roadways, building bridges or subways wherever they cross. It was out of the consideration of this problem of giving unbroken continuity to the fast traffic roads that there came the proposal to fill in the canals and convert them to speedways. The canals themselves are too narrow for the purpose, and even with the towing path added their width would in most cases still be inadequate. There has also been a revival of the use of canals for heavy freight, such as coal and bricks.

As yet there has not been any announcement of the matter in which the ministry of transport intends to finance the building and upkeep of the national speedways. In a recent statement Sir Eric Geddes let it be known that he personally doubted whether the public was prepared to be taxed for the building of a new and exclusive system of roadways. He thought it might be necessary to ask for a special levy on the users of the roads and gave his opinion that in cases where landlords benefited by fast traffic over their estates the landlords ought to pay for those benefits.

K. W.



THE MODERN HIGHWAY

Published Monthly by
JEFFERSON HIGHWAY ASSOCIATION

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Address Communications to St. Joseph, Mo.

J. D. CLARKSON
Editor

Subscription price 50 cents per year, or three years for \$1.00.

Advertising Rates—Upon application.
Contributions solicited from all parties interested in Highway development. Photographs are urgently desired and should be accompanied by descriptions.

Firms close the 20th of month preceding date of issue.
Sample copies free on request.

Combe Printing Company  13 St. Joseph, Missouri

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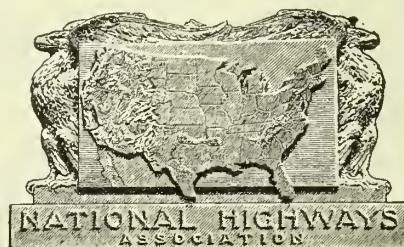
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Volume V

MARCH, 1920

Number 2



MEMBERSHIP PAYMENTS DUE

J. H. members living in Clarke and Decatur counties, Iowa, in Missouri north of Kansas City and all of Louisiana recently received the following:

NOTICE TO PAY ANNUAL DUES

St. Joseph, Mo., 1920.

Dear Sir:

Your membership fees of \$5.00 for the current year are now due. Please mail, in the enclosed envelope, your personal check or bank draft for the amount, payable to the order of this Association.

A prompt remittance will help speed up the work in which we are all so much interested.

Sincerely yours,
Jefferson Highway Association.

The response was very gratifying, but if you who is reading this are a J. H. member and have overlooked sending in your check for \$5.00 please do so now and save the trouble and expense of sending out a second notice.

— Build Roads Now —

DOING NICELY

Davis City, Iowa.

Enclosed please find check for \$5.00, my dues for 1920.

Work through Decatur County is progressing nicely.

With best wishes for the association, I am

Yours very truly,

C. W. ROBINSON.

DOING THINGS

Please find check to cover my dues for current year. We are still working on our 11.7 miles link from Port Allen to Rosedale; have all road graded and all gravel down except two miles and a half. Hope to finish this in next three months

Yours,
THOS. G. ERWIN.

This is the stretch of sod where the mayor of New Orleans, on his way to Winnipeg last July, had to have his Packard car pulled through with three yoke of oxen.

It is also the same stretch of road about which it was said three years ago, when the Jefferson was located there, that it never could or would be built. It is now reported 80 per cent done. Everyone concedes the locating of the J. H. there caused the building of the road.

READY TO GO

Bethany Mo.
Enclosed find check for \$5.00 dues, which you will please credit on membership fees.

We will receive bids on March 26 for improving the Jefferson Highway in Bethany township. Send us all the bidders possible, for we want to sure let this contract, if we can get a reasonable bid.

Jefferson Highway roads are good today—smooth and hard surfaced.

A contract for the building of a \$40,000 garage at Bethany, Mo., has been let by Rudolph Meier, architect, for Charles Hacker & Son to Wright & Smith.

Yours very truly,
W. C. COLE.

— Build Roads Now —

99 99-100 PER CENT OPTOMIST

There is a legendary story afloat to the effect that someone, sometime, offered a fabulous reward for the discovery of perpetual motion. We have never heard of the reward having been claimed, and we suppose it has relation to mechanical motion, but if it had reference to human action we would be tempted to enter our friend, R. D. Nibert, of Bunkie, La., with some hopes of securing the award.

This thought is suggested by our experience with him in conjunction with the receipt of a letter from him, in which he says:

"We are far from satisfied with the progress that is being made on the construction of the Jefferson Highway in Louisiana, but are hoping that it will be possible for us to report something more promising as the summer months approach.

"We are not, as you have perhaps concluded, a pessimist. We are simply dissatisfied with the progress that is being made, and it is perhaps well that such is the case."

Never satisfied and never discouraged. That is the true optomist. Always pressing forward, regardless of obstacles—that is real optomism. Our friend Nibert scores about 99 99-100 per cent.

WELCOME

WE welcome The Gulf Coast Motorist to the round table of good roads publications. It is the official organ of the Louisiana Motor League, published at New Orleans.

No. 2 of volume I is before us, showing a strong organization, with Purnell M. Milner, an old-time good roads worker, at its head, its pages filled with virile reading matter and good support from advertisers. It has the appearance of a comer.

WANTS IT

Cream Hill Farm, Helena, Mo.

Inclosed find my check for my membership fee.

Yes, sir. Let's go.

The Jefferson Highway, with its rocky surface, cannot get here for me any too soon.

I am 61 years old. I cannot afford to wait to travel on that hard-surfaced road many more years.

Yours truly,
SAMUEL R. TRACHSEL.

TOURIST TRADE BIG

Tourists from other states spent \$6,000,000 in Minnesota during the past summer.

This estimate, made by the Minnesota Ten Thousand Lakes Association, after a study of the hotel registers of the state's large summer resorts, shows that the tourist travel in 1919 was more than three times greater than in 1918.

More than 15,000 automobile touring parties came to Minnesota during the summer for vacations association officials said.

— Build Roads Now —

IDENTITY AND INTRINSIC VALUE

FARM FOR SALE—On account of my age, too old to run it, will sell my farm of 200 acres one-fourth mile west of New Hampton, on Jefferson Highway. B. T. Ricketts.

FOR RENT—Good house, orchard and pasture, on Jefferson Highway, four and one-half miles west of Carthage. B. F. Wampler, R. 2.

— Build Roads Now —

ONE of the values of the Jefferson Highway is exemplified in the above advertisement, which was taken from the Carthage Press.

Anyone from Iowa or Minnesota could drive to these farms without asking a question by just following the J. H. marks. Probably it will not be many years before the farms on the J. H. will have numbers, like houses in town. The odd numbers on one side and the even numbers on the other side.

Then the fact of being on the Highway adds dollars to the value of these farms over what they would possess if on an unnumbered road. Thousands will pass, see and know them who travel the great marked highway who would know nothing about them of on an unmarked unnamed road.

COMMUNITY ACTION

The Greatest Undeveloped Asset in the United States Today

RETAIL MERCHANTS ASSOCIATION
REBATE OFFICE, SIXTH AND EDMOND STS.

No. 47

St. Joseph, Mo. June 18 1919

PAY TO THE ORDER OF *Jefferson Highway Ass'n* \$ 700.00/100

Seven Hundred & No 7.00 DOLLARS

TO **EMPIRE TRUST CO.**

36-57 St. Joseph, Mo. 36-57

BY *Frederick Neudorff*

RETAIL MERCHANTS ASSOCIATION

THE above was printed last month as a conclusion of a report to the directors on the official magazine, illustrating the high favor and esteem in which The Modern Highway was held by those best acquainted with it.

We are printing it again this month for the purpose of illustrating real community action, that great asset, to which we, as a people, have given as yet but little attention.

While the movement to make 700 three-year subscriptions to The Modern Highway originated with one St. Joseph firm, the St. Joseph Retail Merchants' Association at once perceived that this was an opportunity for real community action in support of that great inter-community movement—the Jefferson Highway—and took over the transaction as an organization, issuing the check in payment.

Having an organization of this kind in St. Joseph has made possible many things for the benefit of the city that could not have been accomplished otherwise.

One of the functions performed by this organization is to guarantee the advertisements of its members. Inasmuch as advertising is so large a part of the selling of goods under present conditions this organization in guaranteeing the advertisements of its members not only serves its own interest, but performs a real public service which could not be done in any other way. What other town wants to give a proportionate boost to the Jefferson Highway?

The enterprising St. Joseph merchants who have organized to perform this and other community service are as follows:

ANISER HARNESS MFG. CO.
BLOCK BROS. CLOTHING CO.
J. B. BRADY FURNITURE & CARPET CO.
BURKE & O'BRIEN SHOE CO.
REGNIER & SHOUP CO.
COMBE PRINTING CO.
COBB SHOE CO.
DUTTON BROS., Dentists
ENTERPRISE FURNITURE & CARPET CO.
GRIFFITH'S
HIRSCH BROS. DRY GOODS CO.
HIRSCHORN MILLINERY
W. F. KIRKPATRICK & CO.
THE LEADER DRY GOODS COMPANY
LEHMAN BROS.
W. F. MAXWELL
NATIONAL GARMENT CO.
NEUDORFF HARDWARE CO.
O'BRIEN-KILEY SHOE CO.
OLNEY MUSIC CO.
PLYMOUTH CLOTHING CO.
POLITZER, "THE WOMAN OUTFITTER"
ROBINSON SHOE CO.
ST. JOSEPH BILL POSTING & ADVERTISING CO.
St. JOSEPH RAILWAY, LIGHT, HEAT AND POWER CO.
ST. JOSEPH GAS CO.
THE ST. JOSEPH NEWS-PRESS
STOCK YARDS DAILY JOURNAL
THE TRUST BOOK AND CREDIT CO.
TOWNSEND-UEBERRHEIN CLO. CO.
TOWNSEND, WYATT & WALL D. G. CO.
F. WENZ SHOE CO.

WHY THIEF RIVER FAILS

(Continued from page 6)

He will leave the modern paved streets of this city to journey about four miles west, climbing gradually up over black soil. Gravel has been used to keep the road passable in wet weather, and it would be slick gumbo and the going treacherous but for this 365-day road. On reaching the top of the ridge, where a turn to the north is made, one finds himself on the famous old Pembina Trail.

Geological research has disclosed the fact that in pre-historic times this country was all covered by an immense lake, the "drippings," as it were, of the old glaciers as they gradually disappeared. As the lake receded shore lines were thrown up. The ridge upon which the old Pembina, now the Jefferson, runs north, is a sand shore line, and is a natural road. It marks the line of timber country and the prairie. To the right stretches a vast acreage that was all forest. To the left sweeps the prairie, which old settlers tell us runs on and on into the foothills of the Rockies.

HOBBIE GARAGE

PHONE 230

HAMPTON, IOWA

REAL SERVICE

TO ALL

LADIES' REST ROOM
REPAIR SHOP SECOND FLOORSTORAGE FOR 100 CARS
TIRES AND SUPPLIES

OVERLAND AND WILLYS-KNIGHT SERVICE

CLEANEST AND BEST EQUIPPED GARAGE ON THE ROUTE

Up this trail, once traversed by two-wheeled ox-carts, as they made their regular trips between St. Paul and Pembina, the modern motor car travels in the well-worn ruts that form a natural road unsurpassed. Until it proves to be impractical for some reason, now unforeseen, this stretch will probably be maintained in its unique and original form. The trip through and over all the other sections of the Jefferson would be worth any sacrifices just to get the view, the inspiration and the joy of the drive over this piece of natural scenic highway.

— Build Roads Now —

GOOD FOR ROSEDALE

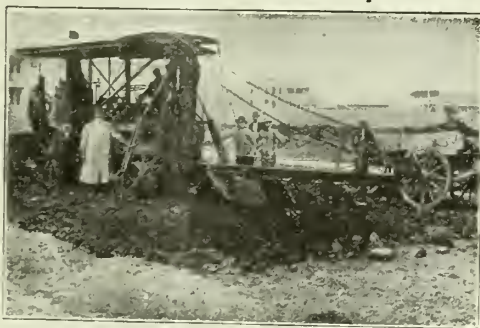
ROSEDALE is one of the largest towns on the Jefferson Highway in Kansas, and has the real Jefferson Highway spirit. Recently Kansas was locating or relocating a state hospital, and it became necessary to vote bonds in order to secure the hospital.

Rosedale went into the collar with a rush, and when the returns were in the bonds had been voted at the rate of fourteen to one.

Rosedale is overshadowed by her big sister, Kansas City, on the east, but when it becomes necessary for her to act she generally knows how to do it decisively. Good for Rosedale. The Jefferson Highway is proud of her.

KEYSTONE 10-TON TRACTION SHOVEL

For Road Grading, Ditching, Back-filling, Etc.



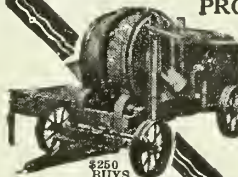
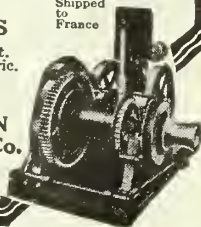
Is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops; Dipper for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.

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WHY NOT?

Mr. Walter Parker, President Jefferson Highway Association, New Orleans Association of Commerce, New Orleans, Louisiana.

Dear Sir: It has been suggested that the associations promoting national highways take into consideration the matter of encouraging the provision of landing places along such highways for aeroplanes engaged in the air mail service.

This matter has been considered by the Committee of Management, Good Roads Bureau, and the committee is impressed with the feasibility of the plan, and as it is only a question of time but when the air mail service and the use of aeroplanes and dirigibles for commercial and passenger traffic will be developed to a considerable extent, it is thought that highway associations, such as yours, should begin to agitate the providing of landing places along the routes of the highway.

In a recent issue of the Dixie Borderland Highways Magazine, published by the Dixie Overland Highway Association, Columbus, Ga., there was an illustration of such landing places and a very good article, telling of the part that national highway associations could play in encouraging such facilities. I therefore trust that you will take this matter under consideration and wish to assure you of our co-operation not only in the plan as a whole, but in bringing about the establishment of such landing places along the highways leading into New Orleans.

Yours very truly,
WM. T. RITTER,
Secretary Good Roads Bureau.

— Build Roads Now —

ALBERT ANDERSON of Clearbrook, Minnesota, who is a one hundred per cent J. H. booster, also believes in his own town. He says:

"The best town in the world is your town—the town you live in, and if you don't believe that it is the best town our advice to you is to move out, because you are hampering progress by a barnacle-like attitude. Every town needs progressive citizens—citizens who are broad-minded and have a vision that encompasses something besides their own personal welfare and ambitions. We have got to play this town building game together if we are to achieve the best results. The opinionated or bigoted, selfish lobster who only thinks last and all the time, even though it may evolve the best interest of his whole town and community at their expense, is a most worthless carcass to any town and millstone around the neck of any community which at times even succeed in killing off a pretty town with a great future before it. Such fellows are generally found peddling every strange man's opinion, whether it represent the best interest of the town or not, providing such opinion is the means of rolling a dollar or two into their pockets at the expense and disgrace of their own town. But, remember, it don't build up your town."

TRAIL STATE BANK

Trail, Polk County, Minnesota
On the Jefferson Highway
6% PAID ON TIME DEPOSITS
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WHY THIEF RIVER FALLS

Citizens are not Concerned About the Past, Hoping to Make Their City the Transfer Point for a Great Playground on the Largest Fresh Water Lake Outside the Great Lakes

— Build Roads Now — Build Roads Now — Build Roads Now —

NAMES are peculiar. They have many peculiarities. One characteristic is that the mention of a name causes a picture to form in the individual imagination. Jones, Smith, Wilson, Clemenceau, Trotsky—all suggest different persons, different types, distinct personalities.

Often, however, names betray their owners. One of these instances is to be found on the Jefferson Highway, and the city is Thief River Falls. Really, no band of outlaws holds possession, exacting tribute from every "dude" who drops off the train or drives past in a car. The river does not slip up on you while you sleep and carry you off, either. So far as civilized man can remember it has never been other than a hustling northern Minnesota community.

The adjective slipped into the last sentence very naturally. Thief River, as it is commonly termed by common consent, is no mean city. The Soo line made it a division point. It is a favorite night control for tourists to and from Winnipeg on the Jefferson Highway.

Although it is today known for its commercial advantages progressive citizens, headed by Daniel Shaw, Scott Laird and others who have made themselves known to Jefferson Highway Neighbors by reason of their enthusiasm for the "Pine to Palm," expect that if plans do not miscarry Thief River will one of these days awaken to bask in the knowledge that it is a great transfer point for pleasure seekers. A great stretch of country to the east and north is almost entirely in its virgin state. There are many things that will appeal to the vacationist longing to escape the modern buzz of metropolitan affairs.

To the east is Red Lake Agency, the reservation of Chippewa Indians. About fifty miles straight east of Thief River lies Red Lake, surrounded by the reservation. It is the largest body of fresh water, with the exception of the Great Lakes, in the United States. A shore line of 150 miles is said to offer the finest bathing beach in the world. And why mention fishing? The only trouble is that it is fifty miles away from civilization and there are only twenty-five miles of the 365-day road in that direction.

One of these days the conferences with the Indian Bureau at Washington will result in an order to build the remaining twenty-five miles of road. Then look out for the records of all other vacation centers. There is big game to be found north of Red Lake during the open season. That is just one of the dreams of the Pennington County people, to make it famous all over the world.

In passing it is well to remember that Pennington holds claim to being the "baby" county on the "Pine to Palm." It was taken from Red Lake County only nine years ago. Inaccessi-

bility by rail, which a few years ago was the biggest handicap to a community, was the reason for an agreement whereby Pennington was formed, and Thief River Falls was made the county seat. Another interesting feature about the life and growth of the county is the fact that Jesse LaBree, sheriff of Pennington, is the son of old John LaBree, who was the original homesteader on the site where the city now stands.

Though they may differ in most respects the Red Man and the White Man usually agreed upon the same spots for their habitation. Either the Indian chose well, or the pale-face jealously wanted that which the other had. Legends differ, but at any rate the old Indian camp became an outpost, the outpost of settlement, and today we find a modern community called Thief River Falls. Even the origin of the name Thief River is clouded in mystery. Pioneers fastened the "handle" onto the stream. Whether they found a band of outlaw Indians who had been exiled from their tribe, whether an Indian band robbed the explorers, or whether a thieving tribe that preyed upon other bands was found along the shore is not definitely known. All seem to be possible stories. All are more or less credited, and the tenderfoot may choose. Of course the river falls near the townsite, and these falls make power to carry on the whirl of the twentieth century living.

However, Pennington County's claim to special notice is not all on the historical. As a community for the production of foodstuffs it is in its infancy. Yet between \$1,000 and \$1,500 daily goes into the hands of dairymen from the creamery at Thief River. A reputation as a tame grass county stands unchallenged from the outside. The growth of sweet clover is phenomenal. Corn, wheat, flax, rye and potatoes are all staple crops. There are some potatoes on display, one of which would be a sufficient supply for the ordinary meal of the average city family. Land is still within reach of the ordinary pocketbook and has been moving fast the past year.

"More land sold to the outsider, independent of agents, last year than ever did before in the history of this section," said Shaw, who is in a position to know. "Men drove up here in their cars, saw the land they liked and bought it, unaccompanied by any agents. Most of them, by the way, came over the Jefferson Highway."

Thief River Falls is preparing for bigger business this year. A contract has been let to build sewers and make necessary water connections before next summer, when twenty-five blocks of pavement will be laid. It will then be a wonderful adventure toward the north for the Jefferson traveler.

(Continued on page 12)

chicks were dead and nine eggs only were broken when the shipment was delivered to the consignee's door.

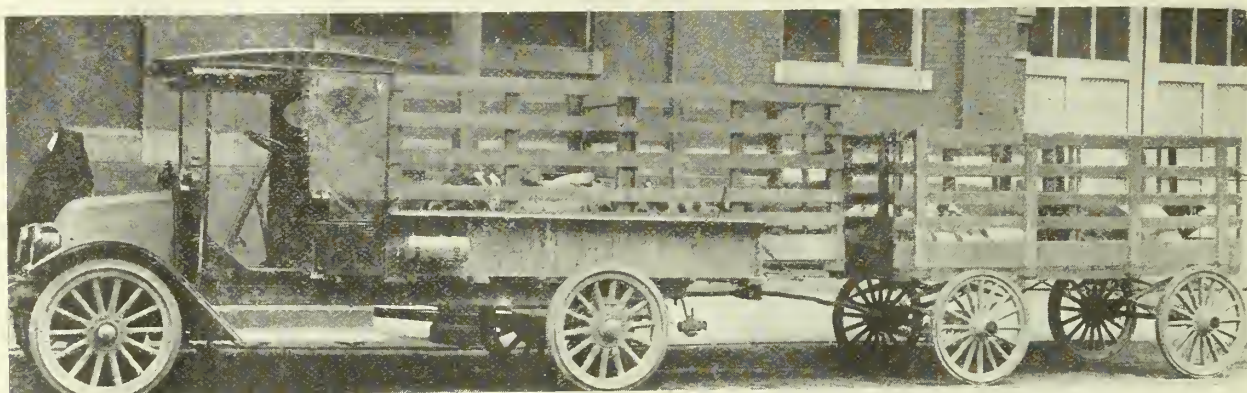
"The train shipment was four days in reaching Jersey City. Another day was lost in sending notice. The consignee sent his own truck for it at his expense, and when it finally reached his door half the chicks were dead and thousands of eggs were smashed.

"The government proposes to use some of the thousands of motor trucks released from army service to develop a system of exchange between the farm and the table. Community centers are being established

to secure co-operation. The claim is made that instead of costing from \$2.00 to \$5.00 to deliver \$1.00 in products it will cost but 10 cents or 15 cents.

"In St. Ansgar, Iowa, farmers sold potatoes for 90 cents to buyers, who shipped by rail to the cities; but twenty-five miles away, at Mason City, people were paying \$1.75 per bushel, which they obtained from points 300 miles distant. A rural express was started, the farmers sold their potatoes for \$1.00 per bushel, and the people bought theirs for \$1.25 per bushel instead of \$1.75."

The motorization of the farm and the road means much in our future development.



Truck and Trailer, loaded with hogs, arriving in Des Moines, Iowa. The saving in shrinkage paid for hauling.

GENUINE AMERICANISM

By L. C. Hodgson, Mayor of St. Paul.

(Note—The following gem will be read with keen interest by all, but with an added zest by those who were on the Sociability run last year when we had Mayor Hodgson with us).

WE must have in the United States a great unbroken family circle of genuine Americanism, not only to sustain law and order, and maintain our ideals, but in order to guarantee to each individual citizen happiness and justice. America cannot afford to have any man, woman or child outside the family circle, and no individual can afford to be on the outside. To be an American means something more than to obey the law and to support our government. It means loyalty to the principles upon which all just governments and decent societies are founded—loyalty to the ideals of personal kindness, fairness, unselfishness and willing service. No one can be truly American who does not love his fellows and practice the spirit of co-operation in all his dealings. He who hates, or shirks, or is intolerant cannot be a real American. The way to make men Americans is to love them and help them and welcome them to participation in all that we do and dream. There must be no barriers between American citizens, no sense of class, no isolations, no emphasizing of differences. We must play the game together, walk the journey hand in hand, stand shoulder to shoulder, and refuse to accept anything for ourselves unless all our comrades can have the same privilege. By loving America we will make it our country, and by serving it in the spirit of love we will create in America the

justice that means peace, happiness, success for all.

ONE INDUSTRY NOT MODERNIZED

Americans like to think of themselves as a progressive people, especially in business and industry. They like to read about the restless energy and bold innovation of the great captains of industry who are always scrapping expensive machinery to put in something better and newer. They have come to believe America achieved and holds its leadership because of this unwillingness to be bound by past methods.—News item.

BUT there is at least one place where this scrapping process cannot be said to have been carried to excess. Long ago the farmer scrapped his wooden mold board plow and his perfectly good scythe, cradle and flail for the steel plow, the mower, the harvester and thresher. That it was after a strenuous fight—it will have to be admitted—but they were scrapped.

He is now in process of scrapping his narrow steel tired wagon, his road teams and many of his plow teams for the auto, the truck and the tractor, but his narrow, crooked dirt roads and his wooden culverts have not yet been scrapped to any great extent.

He plows his ground with a tractor, markets his hogs on rubber tires, shaves, puts on his store clothes, get into his auto, sets his heel on the self-starter—with no place to go if it rains.

How much longer will it take the farmer to modernize himself along this line of greatest utility—how long before he scraps the dirt road?

MISSOURI MULE TEAM SOLD FOR \$1,000

Carthage, Mo., Feb. 19.—A record price for a Jasper County span of mules was established here when John Wilson, a farmer residing in the edge of Barton County, paid Tom Kunkler of Jasper \$1,000 for a team. The mules are coming 5-year-olds, and each tipped the scales at 1,380 pounds.

THE PICTURE and the price indicate that Mr. Mule is getting too valuable to allow him to waste his time and energy walking.

Here again the world seems turned topsy-turvy. With the former road and plow work of the mule being done by the tractor and motor the nineteenth century economist would have predicted that mules would be a drug on the market, but the reverse is true.

Our California friend tells a very interesting story about the motorizing of the farm and the road, but its counterpart may be found in thousands of other places, minus in many cases the good roads.

Motorization of the farm and the road is going on everywhere in spite of the fact that road construction is lagging.

In numerous places the Jefferson Highway is being used for motor track transport. Thirty-six motor truck lines are running on regular schedule out of Kansas City, ten of them utilizing the Jefferson. Several lines are running out of Des Moines and Mason City, Iowa, in advance of paved roads.

A news item just brings this information:

"As a common carrier in the desert the camel now must give way to the motor truck.

"The first big attack on the camel's standing will be made this spring. Last year a United States manufacturer closed a contract for the delivery of thirty trucks for use in Central Asia by the Turkestan Agricultural Colonization Company. They will replace a caravan company that now uses four thousand camels and one thousand men, taking over a haulage business on a route covering two thousand miles



Ready to go. He used to start, when rising, at 2 o'clock in the morning. He now starts at five o'clock.

California discovered that there was not only economy in good roads, but also quite a speculative element, and was farsighted and enterprising enough to finance the construction of a system of good roads over mountains and through swamps and deserts. The people of the Middle West and of the East flocked there to ride over them, and by spending their money in that state have actually paid California for her good roads, with a profiteer's margin for good measure. And they have done it gladly. The Mississippi valley is now thoroughly convinced not only of the economy in good roads, but of the big margin of profit in organizing marked highways like the Jefferson, the Pikes Peak, the Lincoln, the Dixy and others. The nineteenth century economist who has been unable to catch step with twentieth century facts and is disposed to predict an over-production of good roads and organized marked highways, is invited to take another look at the price tag on that team of mules, which reads \$1,000.

between Tien-tsin and Kulja, China, the company's headquarters. The camel caravan, each animal carrying three hundred pounds on an average of twenty miles a day, required one year for a round trip. The 6-ton trucks will make it once every thirty days."

As to the success of this motorization of the road we quote from an article in Community Development, by John M. Melang, state highway superintendent and vice-president of the Jefferson Highway:

"The postoffice department made the following experiment:

"They loaded a motor truck at Lancaster, Pa., with 18,000 eggs in crates and 1,000 one-day-old chicks, and started it off to New York City, 180 miles away.

"At the same time they sent the same kind of shipment to the same consignee by train.

"The truck arrived in New York within twelve hours after it left Lancaster. Four

The Modern Highway

Volume V



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MOTORIZING THE FARM

One Day's Work—Something About Motorizing the Roads

— Build Roads Now — — Build Roads Now — — Build Roads Now —

A MAN who went from Missouri during the war to do his "bit" helping to build ships on the Pacific coast did not return to the old "show me" state when the war was over, but located in California and found employment in helping to motorize California farms.

It seems that he has not been away long enough to forget his old "show me" habits. In a letter written from Sacramento to the general manager he says:

"When we went out to deliver a tractor the other day I took my kodak along to get some pictures to show you how we do the business of selling tractors on the coast and how we utilize the hard surfaced roads to speed up the business. The most of the roads are paved, largely with concrete.

"This firm has the whole state on Twin City tractors. The largest trip I have made was to Willows, one hundred miles from here, over a paved road all the way, and I don't know how far beyond.

"In the selling campaign we use three and one-half-ton trucks, service men and salesmen. We load the tractors on the trucks. Two men go with the truck, the salesman following later in his auto, in time to overtake the outfit before it reaches the ranch of the prospective customer. There the tractor is unloaded, demonstrated; the prospect is shown how to operate and care for it. Nearly always a sale is made. The salesman then settles for the tractor, spots another prospect, if possible, and all return to Sacramento ready to duplicate their experience the next day.

"The particular trip upon which these pictures were taken was to see a prospect twenty-five miles out.

"The tractor was loaded, taken to the

ranch, unloaded and demonstrated before noon. After noon the farmer was instructed how to run it and care for it, the settlement was made, and the whole outfit was back in town in the evening. Owing to the good roads, if the new purchaser gets into trouble with his tractor, we can get to him before he has time to do much damage to the motor or himself.

"We demonstrated a sixty-horse power tractor the other day, plowing eighteen feet wide, and could have cut from six to nine feet more without difficulty.

"This is a great country for trucks. All kinds of stock and produce, including horses, mules, cattle, sheep, hogs and chickens, are hauled to market in motor trucks. Trailers are used very largely, trebling and quadrupling the amount of the ordinary road, materially cutting the cost of marketing.

"Just west of here is a concrete causeway over three miles long and twenty-five feet high, built across the lowlands, where the water stands ten to twenty feet deep about six months in the year. It cuts the distance to San Francisco thirty-five miles, and cost one and a half million dollars. In all directions from here are found concrete highways. Sometimes they are built on top of the levees along some of the canals, and more are being built every year."

The gist of the foregoing story is told in the first five pictures on the front cover, but the bottom picture is the Missouri end of it.

While reading the letter the general manager looked up and saw two big Missouri mules riding on rubber just as they are shown in the bottom picture on the front cover and the question just below this picture, "What About Us?" was suggested by the following clipping from a newspaper:

GETTING READY FOR TOURISTS

Our good friend, Ed. Vandersluis, editor of the Sauk Rapids Sentinel, writes:

"At the November meeting of the Sauk Rapids Commercial Club it was decided that a suitable camping ground be procured near this city for the use of tourists using the Jefferson Highway during the summer months.

"A committee got busy immediately and found a piece of ground that will suit the purpose admirably. It is located on the Jefferson Highway about ten blocks north of the center of town.

"It consists of four lots with fine shade trees and is within a very short distance of a fine spring.

"As soon as the weather permits the Commercial Club will begin beautifying the ground and putting it in shape for next summer's tourists. The land will be cleared, the spring boxed in, fireplaces built to make the preparing of meal easy, and signs will be placed on the grounds and in the city directing the tourists. The location is an ideal one and can be made as fine a stopping place for tourists as any along the entire J. H., and it is the purpose of the Commercial Club to make it such."

Minnesota is fully aware of the gold mine it has discovered in the Jefferson Highway tourist. Sauk Rapids is wise in taking steps to provide a safety deposit vault for this revenue.

Sauk Rapids, like many other towns, does not list her chief asset in describing this camping place. Her people are so familiar with it that they pass it by unmentioned.

However, the writer happens to know that within a stone's throw of this camping place flows the beautiful Mississippi River, and just below are the rapids from which the town takes its name.

Hundreds of people living in a country of muddy creeks and dry branches would gladly travel days to camp at such a spot as this.

It is to be hoped that a good photo of this spot and the river will be sent for publication in The Modern Highway. A suitable picture can be taken for a front cover space.

THE JEFFERSON HIGHWAY AN INCENTIVE

WILLIAM MUNCH, Minnesota game warden, after a hour's talk before the Bemidji Chamber of Commerce on the benefits of an organization, closed by saying:

"Just a few ways in which in a Bird and Fish Protective Club may be of value to Bemidji:

"Situated as you are on the Jefferson Highway, amongst thousands of lakes and beautiful camping grounds, you will be called on to provide information as to good fishing, camping grounds and the care of tourists. It might be well for the proposed protective club to get up a list or map of all lakes in the immediate vicinity of Bemidji, showing kinds of fish, boating and camping grounds, or settlers who would be willing to take boarders.

The negative man says: "I don't think it can be done."

The positive man says: "I think it can't be done."

The peptomist says: "I just did it."

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And oh, how easy to make! Everything, even powdered sweet milk, comes ready mixed in the flour. Beat up with water and the batter's made—on the griddle with them and they're done; tender, golden-brown and rich with the real old southern flavor.

It's not often these days that anything so good costs so little. Ask your grocer for a package of Aunt Jemima Pancake Flour—and tell old man H. C. L. to go jump in the lake!

*For variety, get a package
of Aunt Jemima Buckwheat
Flour at the same time*



AUNT JEMIMA PANCAKE FLOUR



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The Modern Highway

Published Monthly by

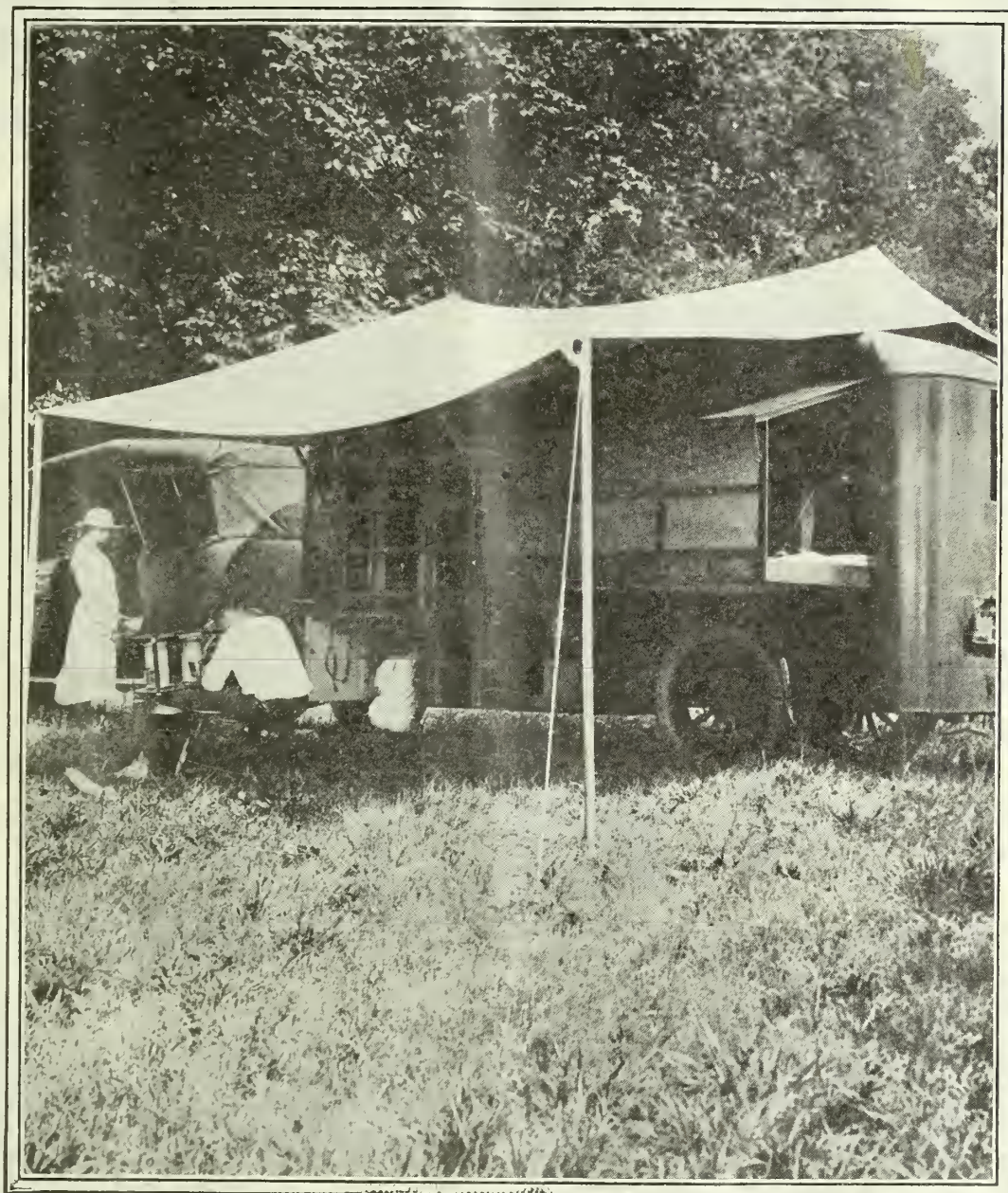
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APRIL, 1920

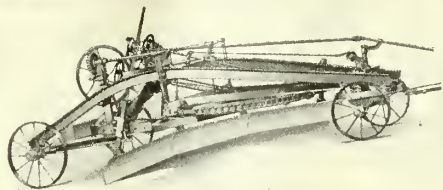
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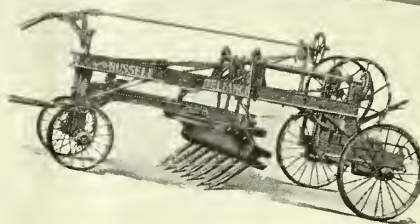
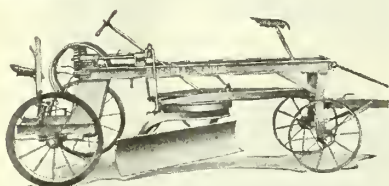


In this "motor bungalow," Glen H. Curtiss, one of the pioneers in aviation, literally lives on the highways with his family during vacation time.

FINISHER



SCARIFIER

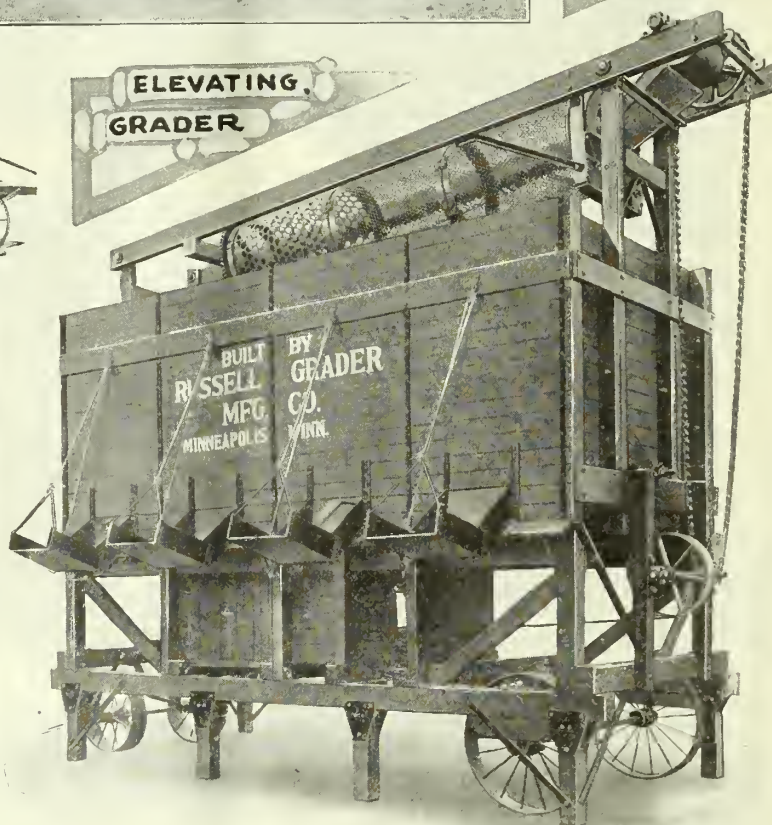
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Hartford, Conn.	New Orleans, La.	Vancouver, B. C.
Horseheads, N. Y.	Philadelphia, Pa.	Winnipeg, Man.

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A BIG YEAR FOR TOURISTS

Middle West and Mountain States Probably Will Be Mecca for Thousands of Eastern Parties on Holiday Trips

— Build Roads Now — Build Roads Now — Build Roads Now —

NEW YORK, MARCH 11.—A few more spring days like this and they may need "stop and go" signals on country cross roads to regulate tourist automobile traffic.

The West probably will receive a greater number of Eastern tourists this year than ever before. L. A. Dickinson, head of the touring bureau of the American Automobile Association, expects that thousands will make the trip to Yellowstone, Yosemite and Glacier parks, carrying camping outfits with them, spending their nights under canvas and cooking their own meals over campfires which the forthcoming handy compendium of campers' information will tell them how to build.

A. L. Westgard, also of the association's touring bureau, is writing the book now, anticipating a fad among American tourists for roughing it on their vacations this summer.

If prohibition has any effect on motoring this summer, Dickinson believes, it probably will be seen in a diminution of motor accidents

of the sort that formerly read: "Returning from a road-house in a motor car at 3 a. m., four persons were killed."

Middle Western roads are not as good as those in the East and the far West, according to the association's information, but only continued wet weather can keep the Eastern tourists away. And the middle Westerner's themselves, except some of the farmers who will be too busy, also are preparing to spend their holidays on the road.

Dickinson says the majority of the cars will be "flivers" or machines just a little more pretentious as to price and appearance, owned by families in moderate circumstances. The rich fellows, with their roaring models, representing as much investment as a workingman's cottage, will go touring, too, of course, but the roads will lead many of them to the "fashionable resorts," where the season is short for the luxurious summer hotels, and boniface "gets his," like a refined Jesse James, while the getting is good.



Every turn in the road is a new experience.



The Canadian River Bridge to be completed by May 15th. Slightly behind schedule but coming all right.

GOOD NEWS

Bryan County, Oklahoma, is off in a Cloud of Dust, with all Other Oklahoma Counties Still Walking Around with the Blankets On

— Build Roads Now — Build Roads Now — Build Roads Now —

CADDO, OKLA.

March 17, 1920.

My Dear Mr. Clarkson:

IT GIVES ME GREAT PLEASURE to advise you that our road bonds carried by almost ten to one all over the county. We voted nine hundred thousand dollars and that, together with an equal amount of Federal and state aid, will build us some good roads in Bryan County. In this bond issue the Jefferson Highway is provided for, and we also have an appropriation by our state legislature providing for sixteen miles of the Jefferson Highway from the Atoka County line to Durant. We had this proposition up once before and the work started, but on account of the war at that time it was impossible to get the labor or material, so the contract blowed up and the money reverted back to the state treasury. At a called session of the legislature last month we got the money reappropriated and expect to complete the work this summer. In fact, the grading is now being done. We have all culverts and bridges in and will be ready for the hard surface as soon as the arrangements can be made.

The people of Oklahoma are waking up to a realization of the fact that in order to keep pace with the progressive people of other states they must build roads. There has been a time when we could join the ranks of the non-progressives in our neighboring states and still be considered pretty good folks; but now it is different. There are no non-progressives, and we must get busy or be in a class all to ourselves. We are all agreed on the proposition that it costs lots of money to build roads, but past experience and observation has convinced us that the more a thing costs the greater the

appreciation, and while it may cost two dollars now where it used to cost one there is easily three dollars' return where formerly there was one. So we are still ahead of the game.

We must now get in behind the counties north and make a mighty effort while the people still have in their minds great visions of mud that come to us like a nightmare every time it looks like rain. If the winter which we have just gone through will not make people anxious to build roads then their case is hopeless.

We still have a few people who contend that the old dirt road, if properly graded, is good enough. I had a man try to convince me of that fact last week. I asked him if he knew how to do that, and he said he sure did. I told him a man who would live in a country for twenty years with that information locked up in his brain while his neighbors were all stuck in the mud should be shot at sunrise. I had just been fifteen miles in the country the night before to make a talk for the road bonds, and on my way back to town that night stuck twice, and the last time left the car stuck in the mud and walked in, a distance of four miles. You can imagine how easily a dirt road talk soaked in on me.

When I hear a bunch of people talking against good roads the only appropriate thing I know to say is "Lord forgive them, for they know not what they do." I believe I can convince any man in fifteen minutes, if he can understand figures and will have just a little reason, that it will cost him less money per year to build roads and pay for them than to try to get along without them. Any farmer in the country can save enough money in the cost

of marketing his crops every year to more than pay his road tax, to say nothing of the pleasure he gets out of the roads.

Good roads are today saving thousands of people the expense of moving to town to educate their children. A distance of ten or twelve miles on a good road is now a matter of little consequence. The automobile and good roads have put the man in the country where he can enjoy all the benefits of the city, and still reside on his farm, where he can live like a king.

Yours for good roads for everybody,

W. F. DODD,

J. H. Director for Oklahoma.

NOTE—The above was in type before we heard from Eufaula and Muskogee.

— Build Roads Now —

MORE BRIDGES PROMISED



The Commercial
National Bank,
Muskogee,
Oklahoma.
March 26, 1920.

Dear Mr. Clarkson.

One by one they come into the Good Roads fold. I noticed in yesterday evening's paper that McIntosh County had voted bonds to hard surface the roads through their county along the Jefferson Highway. This, coupled with the new Canadian bridge, which is now almost completed, and the work that is being done on the Pittsburg side extending the road there, will add a great deal to the efficiency of the Jefferson Highway through that part of the state. I am also pleased to tell you that the beautiful road I took you over has been finished, and the contract has been let and the work begun on hard surfacing the entire Jefferson Highway through this county. Also, there will be a bond issue called in the near future for the purpose of voting bonds to build three bridges across the Arkansas river in this county, one of which will be on the Jefferson Highway. Please let me add that Wagoner County has let a contract for a free bridge across the Verdigris river on the Jefferson Highway.

Oklahoma is making progress in spite of some severe handicaps, and I believe you will agree with me that we are keeping pace with the Good Roads spirit.

I expect to attend the meeting at Little Rock next month, and I hope to have the pleasure of seeing you, as well as many other Good Roads enthusiasts.

Yours very truly,

D. N. FINK.

NOT FAR BEHIND BRYAN

Eufaula, Okla., March 26, 1920.

Dear Mr. Clarkson:

It has just been brought to my attention that a highway convention has been called to meet in Hot Springs, Arkansas, some time in April for the purpose of considering a National Highway System. I am not aware of the method of selecting delegates, nor am I quite clear as to the exact purpose of the convention, but Mr. E. F. Saltsman of this city and myself expect to attend this convention, and we would like to go as accredited delegates of the Jefferson Highway Association from Oklahoma, if possible.

We held a Road Bond election in McIntosh County on March 23rd for the purpose of providing funds to complete the Jefferson Highway clear through the county, and I am glad to be able to state that the bonds carried by a very large majority, and that this assures the completion of a hard surface road on the Jefferson Highway through McIntosh County, this year. We have now available for this purpose including federal aid, \$343,000.00, which is sufficient to provide for an 18-foot hard surface from the north line of the county to the south line. The project has already received the approval of the federal authorities.

The bridge across the South Canadian river, is rapidly nearing completion. The contractor is now engaged in laying the asphalt floor which is the final work, and he assures us that he will have this completed by the 15th of May.

Very truly yours,

CARL W. GUST.

— Build Roads Now —

ATCHAFALAYA BRIDGE SURVEY COMPLETED

[Note—You don't have to pronounce it, just build it.]

THE SURVEY for a steel swing bridge over the Atchafalaya river at a point near Melville, on the Jefferson Highway, has just been completed by engineers of the State Highway Department. This survey was authorized by the last legislature and Duncan Buie, head of the department, was instructed to have it made.

The river at this point is 85 feet deep, and the bridge will be over 1800 feet long with a 16-foot roadway. It will cost in the neighborhood of \$2,000,000. Funds will have to be provided by legislative enactment, and this bridge will very probably figure in whatever highway legislation is undertaken by the next general assembly. At the present time there is a ferry at the point where the bridge will eventually stand.

John M. Parker has been requested to use his influence as governor to forward the construction of the New Orleans-Hammond highway in resolutions adopted by the Louisiana Division, Mississippi Valley Association, Wednesday night. It is suggested that he include a program of state highway construction in his message to the legislature.

FROM PAUL NESBITT

PAUL NESBITT OF OKLAHOMA, whom hundreds along the Highway will remember with pleasure, says he classes The Modern Highway with the old country weekly and the Library Digest. We ask no greater praise. It means that it is intimate in its nature and far-reaching in sympathy. We are just in receipt of a characteristic letter from him, which we quote in part:

"I have just received your letter, and was truly glad to hear from you. I have been so very busy for the past year that I have not been prompt with my correspondence. Then, too, I have been away, even from here, so much that when I receive my mail I am piled up with it, and some of it never is answered.

"I had charge of the construction work of the Continental for several months, during which time we were building a railway switch five miles long and erecting factories and plants. We have one of the largest deposits of sand and gravel in the Southwest, and of course that was the easiest thing to develop, so we went after that first. We are now able to load more than twenty cars a day, and in ninety days we will be able to load fifty cars a day.

"We have a limestone asphalt, and millions upon millions of tons of it. I am not sure, but I think there is some street in St. Joseph made from our material, and I know that Kansas City has several miles of it. It is the best of all asphalts for wearing, and we hope to demonstrate that it is the best highway material that can be produced.

"Our company is made up of Oklahoma and New York people who have very rich oil holdings in four states. Their holdings in the Bull Bayou, Louisiana, is estimated to be worth fifty millions. This is a ten million dollar company, and they have spent over three-quarters of a million dollars here now, and the end is not yet.

"I have just returned from the state Democratic convention, where a resolution was passed asking the governor to call an extra session of the legislature for the purpose of ratifying the woman suffrage amendment. I had a conference with the governor yesterday, and he will call the session in a few days. He promised to let me introduce my fifty million-dollar road bill again. Although it was lost at the last election we know what objections were made to it, and we think we can eliminate them all and submit it at the August primaries.

"I feel confident we can pass this measure next time, and as it will cost nothing to submit it at a general election I am going to give it another trial. Our automobile tax, with a million dollars annually of our gross production tax, will pay the interest on and retire the bonds. There is no good reason to withhold a system of roads from the people of this state when it can be built without any direct taxes.

"I am out of touch with the J. H., but I am not out of sympathy. I would rather see it built through the State of Oklahoma than any other road I know. I am living many miles from that great route, but it was my first love in highways, and I am still strong for it. I am so in hopes we will be able to get the big road bill approved by the people so that we will be able to give the people of the north and south a hard-surfaced road through Oklahoma.

"I am glad to learn from you that the J. H. is starting off stronger than ever. May you succeed. I had intended to spend a month or so this year riding over the J. H. visiting friends, but Senator Owen wants me to go to 'Frisco and assist in nominating him for president, and of course I cannot throw off in a race like that, as the old ducky said when the bear was after him. By the time I take that trip it will be enough for one year."

— Build Roads Now —

MOTORIZING THE MOTOR



LAST MONTH WE PUBLISHED the story telling about one day's work in motorizing a farm on the Pike Peak Highway in California. It related the experience of a Missouri man who had gone to California. Another letter from the same man, just received, relates his further experience made possible by the paved road, supplemented by a modern highway organization, such as the Pikes Peak in California, which places a system of marks on the road to guide the traveler.

It seems that the firm for whom he works was called on to repair a farm tractor and the repairs were of such a character that they could be made much better in the shop than on the farm and one of the firm's trucks was sent out to bring it into the shop. The letter goes on to say:

"It was 130 miles to the broken down tractor. The driver of the truck had never been over the road but was told to just follow marks—the road was concreted all the way. He had no difficulty in finding the farm. It required ten hours, driving time going empty and eleven hours returning loaded to make the trip. It takes about twenty or thirty minutes to load a tractor on the truck. The return to the shop was made without delay or mishap."

This may well be termed motorizing the motor.

MINNESOTA AMENDMENT EXPLAINED

Babcock Measure is not for Bonding State and Increasing Taxes, But to Authorize the Commonwealth to Participate in Internal Improvements by Building 7,000 Miles of Roads

— Build Roads Now — — Build Roads Now — — Build Roads Now —

NO single statement came as a greater surprise to the delegates and county commissioners during sessions of the annual meeting of the Minnesota State Jefferson Highway Association than the assertion of Senator P. H. McGarry that all money from bonds issued and sold under the provisions of the pending Babcock amendment will be expended exclusively upon the trunk line system and that federal aid and all state aid funds would be used on lateral and connecting roads, exclusive of the main system. Senator McGarry, who is president of the Minnesota Highway Improvement Association, was explaining the measure that is to be voted on in November, 1920, which will allow the state to participate in road construction by the issuance and sale of bonds up to a maximum of \$100,000,000.

His intimate knowledge of the amendment, because of the part he played in the fight during the legislature, enabled him to conduct a conference, at which many points were made clear by questions. Special emphasis was laid upon the fact that the construction of this 7,000-mile system would in no wise injure the work on other roads, but would probably act as a stimulus, inasmuch as federal and state aid would release and make available exclusively for those other projects. Any opposition to the measure on this score crumbled before this explanation. County commissioners and delegates were convinced.

"In those sections of the United States where they have hard roads," declared the senator, "they think that a tire is a fake and a fraud if it will not run at least 14,000 miles. On these gravel roads of ours what is the life of a tire? We think that 5,000 miles is a long life.

"You will find, if you investigate, that three times as much mileage is possible from a gallon of gas on hard roads as on gravel or dirt. Not only that, but you will get ten times as much pulling power from your gas.

"What I want you to think about is that you will save one-half of your entire operating expense by the use of hard roads, and increase the life of your car."

THE senator explained that the amendment is not, as is popularly believed, a question as to whether or not the people want to bond the state. No additional taxation would occur under this amendment, and it is a measure destined to provide funds for highway improvement, which, under the present constitution, cannot be done. There is no sense in opposing the amendment on the ground of higher taxation, because there will be no additional taxation made. The owner of an automobile would be foolish to oppose the amend-

ment inasmuch as he will make money by having hard roads, and his annual registration fee in proportion to the increased mileage that he will get from his car, which is the same as money in his pocket, is as a drop of water in a bucket.

The Babcock amendment will allow the state to issue bonds to build the system of trunk line roads. From a purely financial standpoint it appears that the state will come out ahead of the game. The maximum fee that automobile owners will pay to build the system will be \$18 a year. It will be in lieu of any other assessment with the exception of a wheelage assessment, such as is levied in some of the larger cities for local purposes. However, no other state assessment is made against the car. In estimating the source of revenue to meet the bond interest and sinking fund payments 250,000 automobile fees annually were expected to more than provide the necessary amount. There are at present registered in Minnesota 253,000 automobiles. It now seems evident that there will be a balance of over \$18,000,000 in the state treasury when the day of settlement is come.

The trunk lines will be built through towns and villages outside the largest cities, provided that corporation will furnish the right-of-way and with the understanding that the road is to be the same width as outside the limits. The community may, however, add to the appropriation and widen the pavement as well as improve its quality. In short, the state money may be supplemented by local money to widen and build a better road through the town.

A VERY radical bit of legislation occurred at the last session of the legislature was the statement which Senator McGarry used to introduce the discussion of that measure known as the County Commissioner's Bonding Law. This is an emergency measure designed to aid in pushing construction at the present time. Under this provision any county board may vote to issue bonds up to \$250,000 without a vote of the people for the purpose of building roads. This money, of course, is expected to be spent on trunk line highways. If the voters of the state pass favorably upon the Babcock amendment at the election next year the counties that have taken advantage of this law may make a claim for the reimbursement to that amount and are promised repayment of the funds.

"The good roads of Minnesota mean millions of dollars to the state by reason of the development of the many summer resorts with their attraction for persons from every state in the nation. The great Jefferson Highway is bringing and will continue to bring these people into our state.

HOW BIG IS THE JEFFERSON?

THE FOLLOWING ITEM, published in the Chicago Daily News, gives a fairly good idea of how big an impression the Jefferson is making on this country and Canada:

THREE INTERNATIONAL ROADS

OTTAWA, ONT., FEB. 7.—Three great international automobile roads, all of which will cement more closely the friendly relations between Canada and the United States, are being planned and much of the preliminary work has already been done by friendly co-operation on both sides of the international boundary.

One is the great "Road of Remembrance," from the pines to the palms, stretching from the far flung boundaries of Manitoba to the Gulf of Mexico at New Orleans. [Note No. 1.]

Another is the boulevard roadway stretching from Winnipeg and points north through North Dakota and Minnesota through the Mississippi valley. [Note No. 2.]

And the third will connect Alberta and Montana. [Note No. 3.]

On the "Road of Remembrance" it is proposed that trees shall be planted, each to be dedicated to a fallen hero, and each therefore to perpetuate in growing beauty the memory of the brave men who fell in the great war. "Victory Oaks" have already been planted all along the road through Louisiana.

Considerable construction has already been done on the road south from Winnipeg, for which large appropriations have been made on both sides of the line. Preliminary surveys have been made on the road linking the great national parks, and as soon as the weather conditions permit the actual work will be started.

NOTE NO. 1.

THIS IS THE JEFFERSON HIGHWAY. From the parliament building in Winnipeg the road through the city and northward is to be known as the Road of Remembrance.

NOTE NO. 2.

THIS, ALSO, IS THE SAME OLD JEFFERSON HIGHWAY from another viewpoint only it does not get quite over into North Dakota. It was a pretty good guess, however, as it gets within one mile of North Dakota and from Ottawa it might look as though the Jefferson had really gotten over the line between North Dakota and Minnesota. Quite an excusable mistake, Miss Ottawa.

NOTE NO. 3.

THIS THIRD HIGHWAY is only a rumor and came about in this way—

Some of the Louisiana cars that participated in the Sociability Run last July from New Orleans to Winnipeg strayed over into Alberta after the run was ended at Winnipeg. They were decorated with banners which read:

"JEFFERSON HIGHWAY SOCIABILITY RUN."

The people of Alberta have been wanting the Jefferson Highway extended westward from Winnipeg, for some time. When the Louisiana

cars were finding their way back home through Alberta and Montana it was not an unnatural conclusion to reach that the Jefferson Highway had really arrived.

A Jefferson Highway Neighbor, Johnson Richards of Osceola, Iowa, sent in this item and asked:

"ARE WE ON ONE OF THESE HIGHWAYS?"

Yes, Neighbor Richards, you are on all three of them. HOW BIG IS THE JEFFERSON?

— Build Roads Now —

CANADA HAS A "SORE SPOT"

OUR WAR BOASTS ARE REFLECTED IN ANTI-AMERICAN SENTIMENT

An American writing from Montreal says:

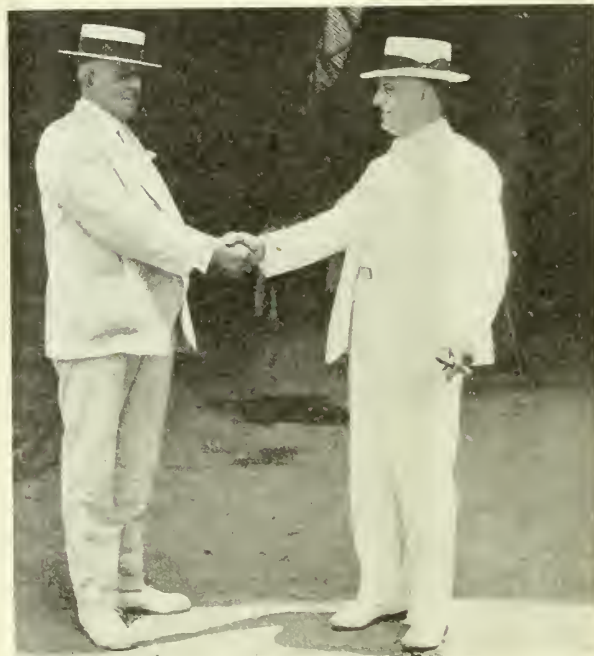
"It is difficult to satisfactorily define the quality or degree of anti-American sentiment in Canada. It is not actively hostile enough to cause an American in Canada much personal embarrassment, and yet it is much too general and influential to be dismissed from consideration as a transient phase of national feeling without permanent bearing on relations.

"It is much easier to correctly enumerate the irritant ingredients that have aided in the creation of the sentiment."

Whether or not he has correctly sized up the sentiment in eastern Canada we do not know, but we do know the antidote if any such feeling is gaining ground in central Canada.

It is the inter-communication of the two peoples made possible by The Modern Highway. Meet, mingle, exchange opinions and become interested in joint enterprises and misunderstandings between peoples evaporate like mist before the rising sun.

THIS IS THE ANTIDOTE.



The premier of Manitoba bidding good bye to Walter Parker at New Orleans after a three weeks' trip through the states on the Jefferson Highway.

AMERICAN TRAVEL DEVELOPMENT ASSOCIATION

WE RECENTLY RECEIVED AN INVITATION to attend a meeting of the American Travel Development Association, called to meet at Denver, Colo., in March.

At this meeting an organization was to be formed of all associations not organized for profit who were interested in the development of travel in America by Americans to further the "See America First" movement, and discourage all organizations directing travel to Europe, and bring about a closer co-operation between all organizations in the United States in working out definite plans for the direction of travel.

The call goes on to say:

"Each community has in the past been busily engaged in bringing travel to its own doors, and has not exerted any special effort to get its own people to travel. One of the purposes of the A. T. D. A. will be to work out plans so that each respective community will encourage its own people to go visiting in their own country. A plan will also be discussed for the interchange of literature so that intelligent information on any of the scenic environs of the United States may be given by the affiliated bodies of the A. T. D. A."

We are in sympathy with the main purpose of this movement, although possibly not one of the methods suggested, viz:

"And discourage all organizations directing travel to Europe."

We are not much on the discouragement program, and we were so busy working up our 1920 program we did not have time to attend this meeting, much to our regret.

However, without knowing it, we find we were working on the same program as the A. T. D. A., minus the discouragement feature of it.

In order to "encourage and direct travel by Americans in America" the Jefferson Highway Association and the Pikes Peak Highway Associations have joined forces along publicity and propaganda lines which seem to be a little broader even than those proposed above.

The J. H. and P. P. Highway Associations propose to appeal not only to the tourist, but also to the home seeker and investor through The Modern Highway magazine and other publicity mediums, not only to the people of the nineteen states through which the highways extend, but also to the people of the rest of the continent as far as they can be reached.

To this end we will be willing to co-operate with the A. T. D. A. by tendering them the facilities of our information officers for the circulation of their literature in return for similar facilities of theirs for the circulation of our literature.

If the general circulation of money brings prosperity, the general circulation of people and money will bring prosperity.

If the general circulation of money insures

prosperity the general circulation of money and people will insure prosperity, happiness and contentment. To this end our best efforts are pledged, and we are more than willing to swap courtesies and facilities with the A. T. D. A.

— Build Roads Now —

JUST WHAT IS IT WORTH?

A Jefferson Highway Traveler and Supporter Appreciated Place With Good Hotels

By C. D. Morris, publisher St. Joseph (Mo.) Gazette

THE automobile tourist has occasioned a noticeable improvement in small town hotels. In practically every small town on the great trails it is possible to obtain a really first-class meal at reasonable cost. Rates have naturally increased during the last year, but outside the large cities they are nowhere unreasonable. And there is nothing that so favorably advertises a town as a good hotel. Tourists soon learn where the really good hotels are and arrange their travel so as to spend the night in one of these towns. Some time I am going to stop over night at Leon, Iowa. All along the trail leading into that town a local hotel has placed billboards, upon which it advertises "sleeping porches" for tired travelers. Now, a sleeping porch in a hotel is something new, and ought to attract a big summer business. The new Fort Des Moines Hotel at Des Moines is in every sense one of the most modern of hostleries. Its equipment and cuisine are practically perfect, while the service it renders its patrons cannot be excelled. One of the new features is a dumb waiter service to every room. One can order a meal, a stick of shaving soap, or any other article needed by phone, and it will be immediately sent to the room in this mechanical carrier, the guest being saved expense of tipping a servant. A similar service is rendered in the new Pennsylvania hotel in New York. Des Moines was badly in need of hotel accommodations, so that the Fort Des Moines has enjoyed a profitable business from the day it was opened to the public. Most of the hotels along the way have increased the rate charged for rooms, their purpose being to make up for the loss of the bar, which fell by the wayside when the country became dry. All soft drinks are now served from the dining room or cafe. Food prices are, of course, some higher than a year or two since, many hotels charging for bread and butter, which formerly was furnished free, especially where a meat order was served. I regret to say that I find the poorest hotels in the small towns of Missouri that I find anywhere. Their proprietors do not seem to have awakened to the fact that there are great possibilities in the hotel business if one will keep improving the accommodations offered the traveling public. Occasionally we find a good country hotel, even in Missouri, such as the Walnut Inn at Tarkio, but they are still the exception to the general rule. This is why tourists through this section of Missouri make every possible effort to reach St. Joseph or Kansas City for their night control.

THE MODERN HIGHWAY

Published Monthly by
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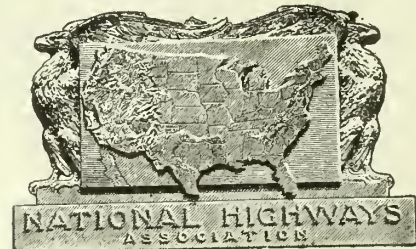
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Volume V

APRIL, 1920

Number 3



JAMES E. COMBS, Cashier First National Bank, St. Joseph, Mo., writes:

"I read each issue of the Modern Highway with keen interest and regard it as an excellent medium for information between members along the highway."

— Build Roads Now —

HON. EZRA H. FRISBY OF BETHANY, MO., vice-president of the J. H., called at headquarters recently on his way back from California.

He left Bethany, March 3rd, and made the trip from Kansas City to Sherman, Texas, on the M., K. & T. railroad. He reports that from his observation from the car windows he could have made the trip in auto all the way with comfort and safety, as the roads seemed to be in good condition, except in the boggy bottom in Atoka County, Oklahoma.

— Build Roads Now —

BEMIDJI, MINNESOTA

THE ABOVE NAMED CITY has a vigorous Civic Commerce Association, containing lots of community talent. From this talent it has selected Earle A. Baker as president of the association for the incoming year.

No better good roads booster or far-seeing highway promoter could have been selected, and this association feels correspondingly elated.

ROAD No. 1

W. A. HOPKINS, president Lamoni State Savings Bank, was at headquarters recently and reported that the Iowa Highway Commission had named the Jefferson Highway Road No. 1 in Iowa.

Road No. 1 in Minnesota is the Jefferson Highway. The Missouri Highway Commission has named the Jefferson Highway Road No. 1.

In Oklahoma's bonding proposition, which failed, the Jefferson was named Road No. 1. As will be seen by a letter from J. H. Neighbor Nesbitt, published on page —, they are going to try again.

Let's merit the distinction of having the J-H designated as Road No. 1.

— Build Roads Now —

NEW ORLEANS ASSOCIATION OF COMMERCE

March 23, 1920.

Dear Mr. Clarkson:

The February issue of the Modern Highway reads as smoothly as the purring of a roadster over the Jefferson Highway. An international magazine in a class by itself.

Yours very truly,

WALTER PARKER,

General Manager.

— Build Roads Now —

SPLIT LOG DRAG COMPETITION

THE MANITOBA GOOD ROADS ASSOCIATION held its tenth annual meeting recently at Winnipeg. We quote from the report of S. R. Henderson, the president:

"A split-log drag competition was again carried on under the auspices of your association, sixty-two miles of earth and sixty-five miles of gravel roads were entered. The prize list was the largest in the history of the association, \$420.00 being given in cash prizes alone."

Twenty prizes were awarded, running in value from a gold watch and \$50.00 to first prizes to \$10.00 for fourth prizes.

Continuing, President Henderson said:

"The official return visit was made from New Orleans to Winnipeg over the Jefferson Highway last July, the governor of the State of Louisiana and the mayor of the City of New Orleans being among the party. Representatives of your association went as far as Red Lake Falls, Minnesota, to meet them. They were enthusiastically welcomed to Winnipeg and entertained by the provincial government and the City of Winnipeg. Great improvement, it is understood, has been made on this highway south of the line, and it is to be hoped that a start will be made towards some permanent improvement on that portion of the Jefferson Highway in Manitoba this year."

REAL CO-OPERATION

HAMPTON, IOWA

March 19, 1920.

Dear Mr. Clarkson:

KINDLY RUN THE TWO ADVERTISEMENTS enclosed to occupy 1-8 and 1-16 page spaces in The Modern Highway for six months.

As to rates for advertising we are not asking any special rates, but expect to pay what you term your regular charges, and trust to be benefited by advertising in your magazine as well as for you to get the benefit from this little investment.

Looked rather good to see your name at the foot of the letter, as I recall you, of course, from meetings and other times when passing through this dead town of Hampton.

As to the volume of traffic over the Jefferson Highway it truly is an asset to the city, and is to be a much bigger one than people naturally think. As a garage man, and personally, I always deal in the future, I see in such a route what you might term the same as a railroad trunk line, that is bound to bring a greater volume of business to a community each succeeding year and if I keep my place up with the time I, of course, know that I will benefit from this increased volume of business. It is quite natural to assume that these highways, such as the Jefferson Highway and other main authorized routes, are going to be the prominent roads.

We know that if a tourist can be made to stop at our place once, if our garage is what we know it is, cleaner and better kept, even to the extent that no man in our employ smokes in the building, either on or off duty, and the fact that we have a good hotel, we can get that man to come another twenty or thirty miles further on his return trip to make our point. So, I am told, on being on the Jefferson Highway, and that it is worth while to plan on the future of the business.

Yours very truly,

HOBBIE AUTOMOBILE CO.

L. W. HOBBIE.

Mr. Hobbie refers to Hampton being a dead town, but no one outside of Hampton would ever think of making such a reference to it.

Mr. Hobbie is probably slightly depressed because his county lost out in a road bond election, but that does not amount to much. One county on the south end of the Highway lost four road bond elections, but put it over good and strong the fifth heat. So there is still hope for Franklin County and the other slow starters in Iowa.

As to Hampton being dead, we fancy that if a dignified premium were offered by some one for the town in Iowa which had made the most out of its resources Hampton would be one of the first to put up its fee to enter the competition.

The hotel he mentions is a real asset to the J. H. We will give some further information about it in future issues.

GREETINGS TO JEFFERSON HIGHWAY NEIGHBORS

From the Founder of the Highway, now Secretary of Agriculture

— Build Roads Now — Build Roads Now — Build Roads Now —

Washington, D. C., March 10, 1920.

My Dear Mr. Clarkson:

I wish to sincerely thank you for the splendid notice of my appointment in your issue for February. It is, of course, more than pleasing to me to have my friends express the pleasure they do over my appointment and indicate the confidence in me which you have. I only hope that I may so conduct myself that you will not be disappointed.

The opportunity for service to agriculture—and that means the country—is certainly here if I can measure up to it. I know I have your support and that you will make any suggestions that occur to you. I assure you they will be more than appreciated.

I will prize highly the bound volumes of the magazine and would ask that they be sent to me in care of Successful Farming.

Please extend my greetings to all interested in the Jefferson Highway. It has a warm spot in my heart. With sincerest personal regards, and thanking you again for your expression of friendship, I beg to remain,

Sincerely yours,

E. T. MEREDITH,
Secretary.



HON. EDWIN T. MEREDITH,
Secretary of Agriculture.

THE NEED OF ANOTHER WORD

ANOTHER WORD IS NEEDED badly in discussing the question of food. It is unfortunate that the front and rear elevation of some words are so different. Cheap foodstuffs, in its frontal appearance as it advances toward the consumer, possesses an alluring aspect but its rear elevation, as it is presented to the farmer who produces the foodstuffs, is not so attractive.

It will be quite difficult to arouse any great enthusiasm among the farmers in a campaign for cheap food. From time immemorial until the war broke out he has been engaged in the business of producing cheap food with very little profit or satisfaction to himself. Cheap seed, cheap help, cheap land possess an appeal to the farmer but cheap foodstuffs, never.

In Dayton, Ohio, a man conceived the idea that the front and back yards of the modest homes of Dayton could be made equally attractive. And they were. Some such man should go to work on the word "cheap" and dress up its back yard or move in another word.

If the farmer is to solve his share of the problem of feeding the world it will be along other lines than that of cheapness. Just as well talk to the wage earner of reducing his wages or to the salaried man of reducing his salary. Nothing doing.

DISCOVERED THE FARMER

SOME PEOPLE SEEM to have just made a wonderful discovery. They have discovered the farmer. He has been there all the time, but as they have just seen him they regard him as a great discovery.

In reality the farmer has discovered himself by learning how to organize. The potential values were always there, but so long as the farmer elected to act individually these values were not available, but now that the farmer has concluded to act with other farmers the values are made available.

Notwithstanding the long time it required for the farmer to develop his organizing ability it now comes in the nick of time.

When labor proposes to pit itself against capital and capital proposes to trim the wings of over weening labor the farmer gets into the game.

Being both a laborer and a capitalist he is in position to act as a balance wheel or siphon and hold things in equilibrium. The farmer controls the fundamentals of life, and when so organized as to express himself can make both capital and labor stand still long enough to hear some truths which will so modify the intentions of both sides as to make it possible to live with them in peace and harmony. The farmer is a welcome addition to organized society.

SOUND SENSE

HOWEVER MUCH WE MAY DIFFER as to Secretary Daniels' ability to run the navy department, there will be little dissent from following expression which is attributed to him:

"The war left the world shell-shocked. Few men think normally. Unrest abounds. We seem to have descended from the heights of altruism to the depths of materialism. Profiteering and class prejudice threaten national comradeship. The nations, stumbling on the road of suspicion of their allies and doubt of the old order, are looking for a lighted path. They will not find it in laws or disorder; in old or new political creeds. They must look for the better way, to the gospel proclaimed two thousand years ago, epitomized in the Golden Rule. It is the guide for yesterday, today and tomorrow—forever."

T. R. HIGHWAY

A NEW CANDIDATE for public favor in the way of a transcontinental highway is the Theodore Roosevelt International Highway from Portland, Main, to Portland, Oregon.

The international part of the name is not quite clear from a casual glance, but the appropriateness of the blood red pole marks with the simpler legend, T. R., will be conceded by all.

Before the grass springs for the second time by the tomb of Roosevelt history is adjusting itself to the inevitable—the necessity of granting to this great man a place in American and world history second to none in versatility, initiative, integrity of purpose and true patriotism.

The heart is supposed to be the seat of the affections, mainly because of the red blood which flows through it, hence the red pole mark with its two letters is a code carrying in its train an expression of that unbounded affection which Roosevelt inspired in the hearts of those who understood him.

Those who have set themselves the task—shall we say the joyful task of promoting—a highway fit to commemorate his memory, extending from one boundary to the other of the land beloved so much should have for their work an inspiration and an example which should be invincible.

If perchance the course of the highway is international in its course it simply exemplifies in that the catholic nature of Theodore Roosevelt's character, for while America was his home the world will be the recipient of his achievements.

Here is hoping and trusting that those who have undertaken to honor his memory in this enterprise will push it to a successful and early conclusion with a broad-minded integrity of purpose worthy of their patron saint.

**Pavers,
Grouters,
Hoists,
Pumps,**



**Building
Mixers,
Backfillers,
Elevators**

Contractors' Equipment

**BUILT OF STEEL WITH
HYATT ROLLER BEARINGS**

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HIGH DRUM
TWO BAG
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--Cash or Terms--
PROMPT DELIVERIES

All sizes from 5 ft. to 22 ft.
cap., Gas, Steam or Electric.
Complete stock carried in
or near your city.

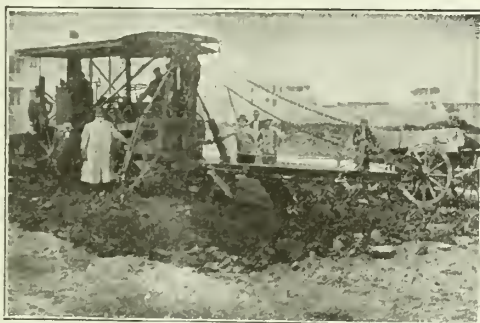
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Shipped
to
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Cement Machine Co.**
Inc.
Keokuk, Iowa

KEYSTONE 10-TON TRACTION SHOVEL

For Road Grading, Ditching, Back-filling, Etc.



Is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops; Dipper for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.

KEYSTONE DRILLER COMPANY
Beaver Falls, Pa. Joplin, Mo. Monadnock Bldg., Chicago

Hotel Muehlebach

BALTIMORE AVENUE AND TWELFTH STREET
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500

New Fireproof Rooms

Rate from \$2.00

The House of
Utility - Service - Elegance

Operated By
Whitmore Hotel Co.
Under the Personal Direction of
S.J. Whitmore and Joseph Reichl

GOOD

JUDGE J. M. LOWE, PRESIDENT National Old Trails Association, writes:

It matters little who first suggested a system of national highways, but it matters much whether the prevailing sentiment shall be translated into such system now, or whether it shall be permitted to fade out by inaction, as it did after winning in a national election in 1824—and it matters much more whether or not this is the true solution of this question.

May we not appropriate the following from Henry Ford's page in the Dearborn Independent, as confirmatory of the propaganda and accomplishments of this association:

"What kills propaganda is the obvious purpose behind it. One little admixture of self-interest and your effort is wasted."

That has been the foundation principle upon which this association has stood from the beginning. It has no axe to grind, no selfish interest to serve, no salaried officers, no one trying to make this a stepping stone to political preferment, or to "something better." We make no appeal for support in order that some one may be personally benefited thereby; nor has this association any selfish interest behind it to sustain it, nor has it received one dollar knowingly, from any selfish source, unless the contributions of those along its line be thus classified; and this can not be truthfully claimed, because our work has always included the general good of the whole country.

The man or association bottomed on a great truth "need not worry about the indifference of the multitude; let them tie their fortunes to this fact. In due time it will find its place. Agreement does not make facts. But facts make agreement. People who don't agree with the truth get bumped by it. It is not our place to do the bumping—the truth takes care of that."

The only legitimate propaganda along all lines of material and spiritual endeavor is the ascertainment and establishment of true principles. A true solution of any worth-while question is as permanent as the fixed stars. Winter, nor indifference, will not freeze it; Summer, nor heated opposition, will not melt it; apathetic pessimism will not destroy it. It may be neglected for ages, and men may abuse and falsify it, indeed may smother it under mountains of error and misconception, but bye and bye truth, ever working unweariedly, will dig itself out, and rise to the top. No falsehood, however insignificant, did it rise heaven-high and cover the earth, but truth sooner, or later, will sweep it down, for so it is written in the doombook of God. During the march of the ages, the advocates of truth have been immolated, but this did not destroy truth.

— Build Roads Now —

PUSHING AHEAD

Wolf City, Tex.

Dear Mr. Clarkson:

Am glad to remit my dues herewith.

We are trying hard to get our hard surface road through from Greenville to Bonham via Wolf City, Whiterock, etc.

Yours to serve,

J. RILEY GREEN.

TRAIL STATE BANK

Trail, Polk County, Minnesota

On the Jefferson Highway

6% PAID ON TIME DEPOSITS

RESOURCES OVER \$200,000.00

YOUR HOTEL

Should be chosen with thought of its safety, comfort and character. These are always evidenced at the beautiful Saint Paul. It is fire-proof; every room has private bath; and the management aims at the high ideals that prevade your private home.

Rooms from \$2 single and \$3 double

Excellent restaurants serve the choicest food or the world



THE SAINT PAUL
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Tires, Tubes and Accessories.

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HOBBIE GARAGE

PHONE 230

HAMPTON,

IOWA

REAL SERVICE TO ALL

Ladies' Rest Room

Repair Shop Second Floor

Storage for 100 Cars

Tires and Supplies

Overland and Willys-Knight Service

Cleanest and BEST EQUIPPED GARAGE on the Route

CUTS, CULVERTS AND COMPLIMENTS

Osceola, Iowa, March 21, 1920.

Dear Mr. Clarkson:

Today our county board signed the contract which means that the J-H will be one mile shorter from Osceola to Leon. There will be about \$200,000 spent on the nine miles south from Osceola to Decatur county line, nothing over a 6 per cent grade, about 16 new bridges and culverts to be put in.

I enjoyed the last issue of our highway magazine, giving a very readable account of the directors meeting including the treasurer's report and the growing popularity of our Modern Highway; but the nicest reading to me was that part of the report which the directors unanimously voted to O. K. all acts of our esteemed general manager. Give my regards to Mr. McIninch and Mr. Combs.

Yours as ever,

JOHNSON RICHARDS, Secretary
Clark County J-H Club.

— Build Roads Now —

WORTH BINDING

The University of Illinois Library.
Urbana, Illinois.

Editor Modern Highway:

We are preparing to bind the publication received from you and we find that in order to complete our files we need the issue of July, 1919.

If you can supply us with this number free, we shall be grateful; if you cannot do this, please send the number accompanied by a bill.

Very truly yours,
JOSIE B. HOUCHENS.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of The Modern Highway, published monthly at St. Joseph, Mo., for April, 1920.

County of Buchanan, } ss.
STATE OF MISSOURI, }

Before me, a Notary Public in and for the state and county aforesaid, personally appeared J. D. Clarkson, who, having been duly sworn according to law, deposes and says that he is the General Manager of The Modern Highway, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publishers, editor, managing editor, and business managers are:

Publisher, Jefferson Highway Association, St. Joseph, Mo.

Editor, J. D. Clarkson, St. Joseph, Mo.

Managing Editor, J. D. Clarkson, St. Joseph, Mo.

Business Manager, J. D. Clarkson, St. Joseph, Mo.

2. That the owners are Jefferson Highway Association.

No capital stock.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholders or security holders appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

J. D. CLARKSON,
General Manager.

Sworn to and subscribed before me this 26th day of March, 1920.

(Seal) MAX ANDRIANO.

My commission expires June 9, 1923.

HOBBIE WELDING PLANT

EXPERT OXY-ACETYLENE WELDERS

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Most Difficult Welding Jobs on
Aluminum Crank Cases and Cast Iron
Car and Tractor Parts Solicited

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H. Welch & Son GARAGE

Our stock of accessories and Ford parts
is complete.

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Public Garage

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Opposite Fraternal Inn.

Ford Sales and Service Station

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Only garage in town on J. H. LADIES' REST ROOM
Expert Repairing of Storage Batteries, Electric Starters and Generators

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McALESTER, OKLA.

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"Prompt and Courteous Attention"

PEARCE AUTO COMPANY

112-120 S. Burnett Ave.

DENISON, TEXAS

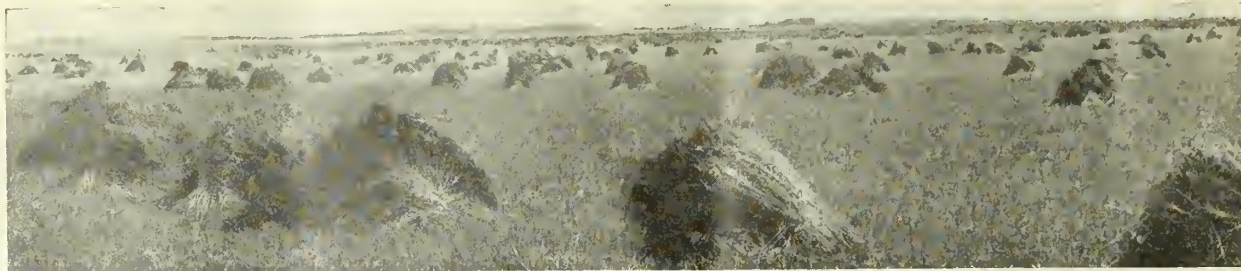
Distributors of

Buick—Ford—Hudson

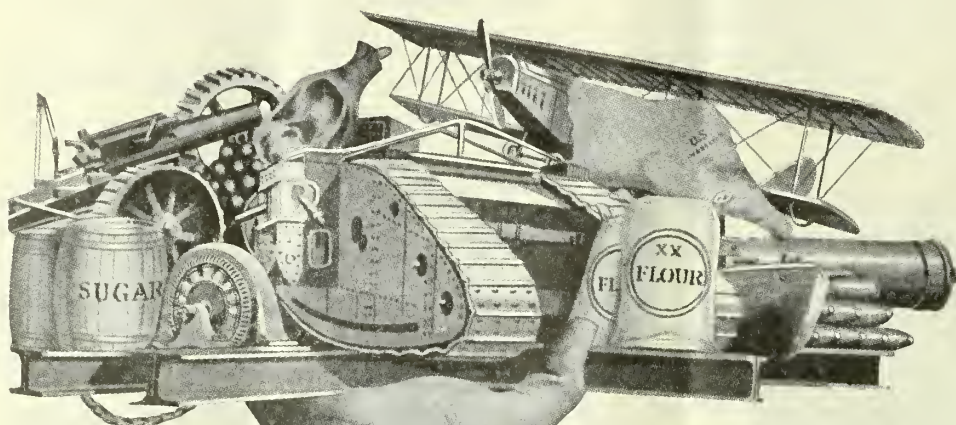
Automobiles, Supplies, Storage

Old Phone 60

New Phone 153



A Farmers Show Window in Kittson County, Minnesota



JUST A QUESTION OF PACKING

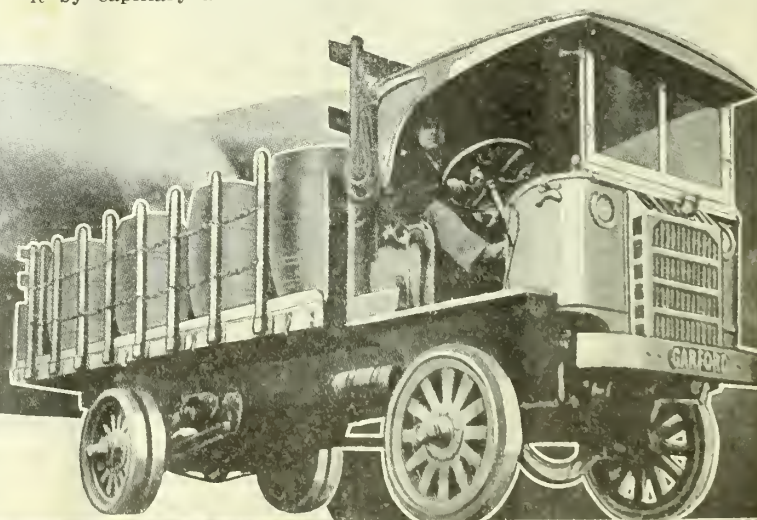
THIS FORCEFUL DRAWING was made to use in an advertisement of a truck manufacturer who has spent hundreds of thousands of dollars in promoting good roads, but we are not using it for that purpose.

We are reprinting it to attract attention again to the fact that a good road is not only the surface acted upon but also the acting surface.

In the lower part of the picture the truck is equipped with but half of a good road, viz: the rubber tires which revolve around the axle.

In the upper part of the picture are two machines which carry their good roads with them—the tank with its caterpillar attachment, which it picks up and lays down as it progresses, and the airplane which manufactures its good road as it progresses.

One of these days we will have advanced far enough in the science of road building to make good roads out of dirt and some simply inexpensive ingredient. Then we will have the stationary part of the road as good as that portion which revolves around the axle, in the form of packed air in rubber tubes or packed air under the wings of the airplane. The first thing to learn will be the packing of the dirt which forms the foundation of the road on the ground and the rendering it immune from moisture pumped into it by capillary attraction.



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The Modern Highway

Published Monthly by

\$1.00 Three Years

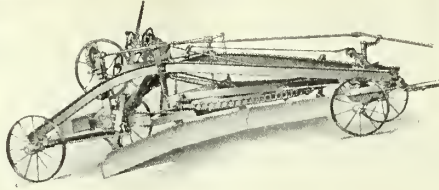
JEFFERSON HIGHWAY ASSOCIATION

MAY, 1920

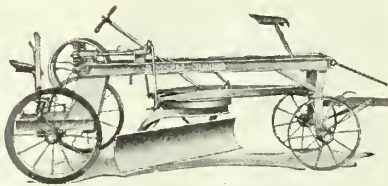
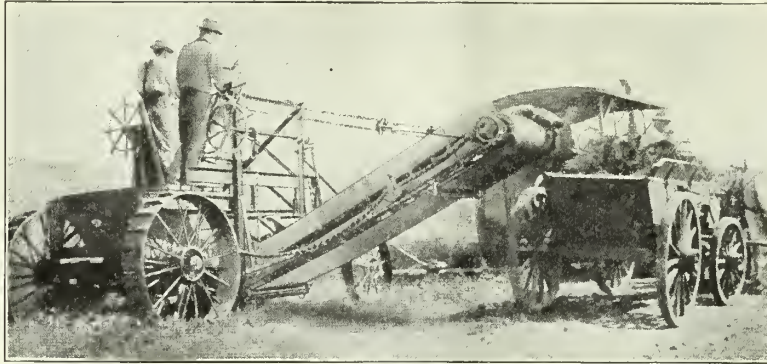
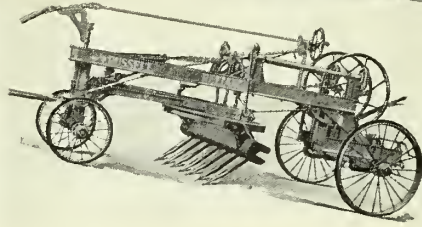


The Pikes Peak Ocean to Ocean Highway in Ute Pass. "The white man followed the footsteps of the Indian and today this road has been rebuilt by convict labor, and is certainly a splendid highway."—See Page 3.

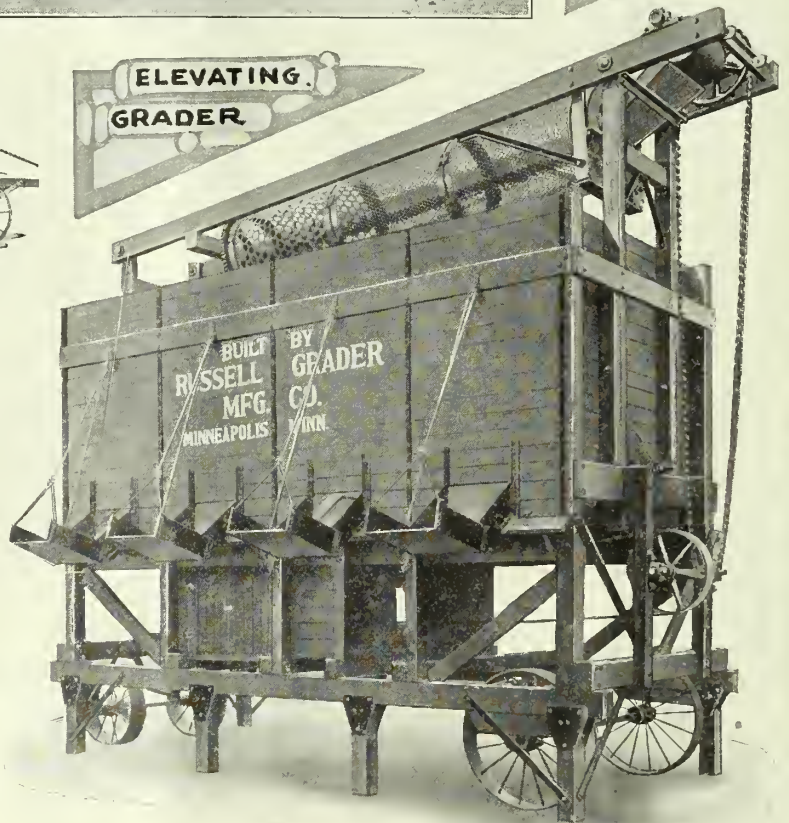
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Depend- Ability

is what you're after in road-building machinery, when all is said and done. If generous design, A-grade material, and exact workmanship mean faithful performance, RUSSELL products fully qualify. ☛ This equipment has shown—beyond any doubt—that for non-stop, clock-like, low-cost service, under catch-as-catch-can conditions, you can depend upon it to turn over your job on time and to spare.

1920 Catalog—ask for it—shows why

Portable Gravel Bin

RUSSELL GRADER MANUFACTURING CO.

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Horseheads, N. Y.	Philadelphia, Pa.	Winnipeg, Man.

The Modern Highway

Volume V



Number 4

Formerly "Jefferson Highway Declaration"

MAY, 1920

Published Monthly by Jefferson Highway Association, St. Joseph, Mo.

"Entered as second-class matter, January 16, 1918, at the postoffice at St. Joseph, Mo., under the Act of March 3, 1879."



THROUGH THE COLORADO ROCKIES

A Trip Over the Pike's Peak Ocean-to-Ocean Highway by a Missouri Family

— Build Roads Now — Build Roads Now — Build Roads Now —

By Mrs. Beckon Onward.

We had lived on a farm all our lives and ever since we had possessed an automobile had planned, during the winter months, many delightful trips we thought we would make the next summer after harvest. But when summer and harvest came we always found our duties so pressing that the trip had to be postponed to a more opportune time.

This same experience would have been repeated probably in 1919 but for the fact that we, like many other farmers, were caught in the vortex of rising farm prices. After raising the price of the farm several times we failed to put it high enough the last time to drive off the horde of farm hungry buyers, and the purchaser was so anxious to get possession that he readily agreed to our no wise low prices for stock and crops, so that one day in June we found ourselves for the first time in our married lives foot loose and without responsibility in regard to crops or stock.

With our occupation gone it did not take us long to determine that now was the time to have that long deferred vacation. We had bought a new car in 1918, and that was about the only thing which was not included in the sale, so we had the means of travel ready at hand, which was fortunate, as new cars were hard to get in our neighborhood. The route of travel had been determined really the year previous. Having always lived on the prairie we wanted to see the mountains, so elected to go to Colorado and possibly to California.

We proceeded with breathless interest to make the few necessary preparations for the trip, and one bright morning found ourselves on the way. We had heard something of the Pike's Peak Highway. A day's journey brought us to it, and we determined to follow it to the mountains.

The trip through Missouri and Kansas was over a fairly good road, and the marks were sufficiently frequent to enable us to keep the right road without much difficulty. The car worked well and Dick, our 15-year-

old, did not have to use any of his supposed skill in tinkering with the engine.

Beckon—my husband—saw many farms on the way that he thought he would like to buy, but this was all left for the return trip.

Just now the mountains were our goal, and nature has been generous to Kansas in placing the mountains just beyond her border to lure the traveler across that state.

East of Colorado Springs, on the Pike's Peak Highway, we found comparatively little mountainous country. Occasionally a steep grade is encountered, but they are few and far between we were told. It takes a heavy and hard rain to injure the road through western Kansas and eastern Colorado.

Leaving Colorado Springs we passed through Manitou, a little resort at the very foot of Pike's Peak, which is claimed to have a summer population of from six to eight thousand and a winter population of twelve hundred. The fame of its mineral springs had reached us ever since we left our home.

Just west of Manitou the highway enters the mountains through Ute Pass, a well-worn trail said to have been made by the moccasined feet of the Ute Indians on their pilgrimages to the healing waters of the Manitou mineral springs. We were told that this trail was cut down this pass hundreds of years before Columbus discovered America. It was claimed also that through this pass the tide of gold seekers swept over the range in the early days of Leadville and Aspen. In making the first roads across the mountains it seems the white man had to follow the footsteps of the Indian, and today this road has been rebuilt by convict labor, and is certainly a splendid highway into this amazing mountain country. At various points through this pass are nestled little summer resorts. At Woodland Park, where the pass opens out, a wonderful view of the rugged north slopes of Pike's Peak is obtained. From this point more or less open country was en-



—"and all the way the snow capped Continental Divide towering above on the west."

countered, with occasional glimpses of the snow caps, which we were told was the Sange de Cristo range, apparently but a few miles away, yet really nearer one hundred. At Florissant we saw fossil beds with specimens of ferns and other plant life in between the strata of rock.

About fifty miles out of Colorado Springs is Pulver Divide. Over the crest of this point we had the first sight of South Park, a broad expanse of prairie over one and one-half miles above sea level, and entirely surrounded by high mountains. The road runs almost in a straight line for a distance of ten miles. Climbing out of South Park the road is rather steep and follows an abandoned narrow gauge railroad most of the way. A winding road brought us to Buena Vista, which, translated from the Spanish, means "Beautiful View." Its name needs no explanation. It lies at the base of the Collegiate range, three peaks, known as Harvard, Princeton and Yale, each over fourteen thousand feet.

From Buena Vista to Leadville the road follows up the valley of the Arkansas River many miles, first on one side of the river, then on the other, and all the way the snow capped Continental Divide towering above on the west. On the way we passed lakes, two bodies of water closely connected, which proved quite a surprise to us as we got our first glimpse of them.

Climbing the Continental Divide on the Pikes Peak Ocean to Ocean Highway (that is what they call it out here), offers no difficulty. A surprisingly moderate grade, said to be 4 per cent, brings us to the top, and almost before we realized it we were standing on the "top of the world" at an altitude of 10,500 feet. Going down is just as easy a grade as going up. Some of the way down the western slope the Pikes Peak Highway follows another abandoned railroad grade.

From Tennessee Pass to Glenwood Springs the trip condenses 500 miles of scenery in a ride of less than 100 miles. Some six miles to the west of Tennessee Pass we caught a glimpse of the Mount of the Holy Cross. About five miles farther on the road descends into Red Cliff, tucked away in a tiny pocket at the base of Battle Mountain. The Eagle River rushes madly down the steep incline, while the road hugs close to the precipitous sides of the canyon. The scenery

Divide in Colorado. We found towns were sufficiently close together to furnish proper accommodations, and garages and repair shops are frequent. From what we saw we judge much improvement is being made on the highway each year. Grades are being made easier, curves widened, bridges and railroad crossings are marked with regulation signs. In the Canyon of the Grand the road for the entire length is being entirely rebuilt by convict labor and when complete will be a veritable boulevard. We were much interested in this convict work.

Taken altogether the trip was a very enjoyable one, and did not develop nearly as many difficulties as we had anticipated.

We gave up the idea of going on to California, as my husband was anxious to start back and look over some of the fine farms he saw on the way out.

I may tell later of our experience in looking for a new home on the return trip.

— Build Roads Now —

PIKES PEAK HIGHWAY MEETING

At the annual convention of the Pikes Peak Ocean to Ocean Highway Association, held at St. Joseph, Mo., last month, an arrangement was made to have Mr. J. D. Clarkson, at present the general manager of the Jefferson Highway, to serve as general manager of the Pikes Peak organization also. Delegates in attendance have great confidence in the future of the Pikes Peak Highway under this arrangement, and plans are being made for the improvement of all sections. Barry is indeed fortunate in being on the route of this great transcontinental highway, and every effort should be made to keep our share of the roads in good condition.—Barry, Ill., Record.

— Build Roads Now —

FOREST SERVICE AIDS P. P. HIGHWAY.

In connection with other road building projects for 1920 a Colorado Springs paper mentions:

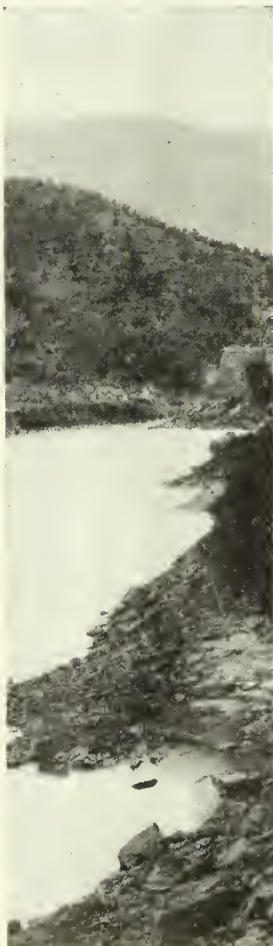
"Six miles of the Independence Pass road on the Pike's Peak Ocean to Ocean Highway, to cost \$32,000 per mile, to be financed by the forest service and county."

was awe-inspiring as the road climbs Battle Mountain out of Red Cliff. The road is solid, slants slightly inward, and is well kept up. This section is the thrill producer of the Ocean to Ocean Highway. Most of the way between Red Cliff and Gilman the road hangs on the side of the mountain apparently 2,000 to 3,000 feet above the river and the railroad tracks. The mine houses seem literally glued to the precipitous sides. There seems to be danger of falling out of the front yard to the river below. Descending into Minturn we encountered one of the heaviest grades on the road. Beyond Minturn the road follows through the valley of the Eagle River. This valley seems to be quite productive, and the road goes past many fine farms. But as we were looking for mountain scenery and not farms we pressed forward. The character of the country now changes. The road is skirted with lava formations of wonderful colorings. Some volcanic eruption ages ago left the imprint on this valley.

We now entered the Canyon of the Grand, where for miles we follow the windings of the river through the marvelous canyon with its towering walls and peaks of many hues. Sometimes we were deep down between the cliffs almost on a level with the water, sometimes high above the river. We were told that six miles from the entrance to the canyon the waters of the river are directed into the mountain side, carried for three miles through a tunnel and let down a giant spillway to operate the turbines that furnish electrical power for a large part of southern and western Colorado.

It was with regret that we left this canyon and entered Glenwood Springs, not because the little city is lacking in charm, but because the canyon is so wonderful. Glenwood Springs is surrounded by a wealth of mountain scenery and has famous hot mineral springs. It is said to have the largest natural hot outdoor pool in the world.

We had anticipated some stiff work for the car, but there were no grades that were especially difficult, and cars of every kind seemed to be making the trip. We were told that Tennessee Pass is open to travel more months of the year than any other pass over the



A SUMMER OUTING

Country and Roads as Seen by Newspaper Folks

By Mr. and Mrs. L. J. Cooper, Central City Nonpareil,
Central City, Nebraska.

— Build Roads Now — Build Roads Now — Build Roads Now —

The old adage of "all work and no play makes Jack a dull boy" became modernized in the office of The Nonpareil during the past two years, and consequently the "Boss" and "Mrs. Boss" and the dog decided that a much needed "play" was required, so on the 23rd of July we ceased to be newspaper people and became the greatest of all American pleasure seekers, the "auto tourist."

The route had been planned for several months, as we had previously received a fine book issued by The Minnesota Scenic Highway Association, advertising that highway, which extends from St. Paul to the extreme northern part of the state through the beautiful lake region.

We were fully equipped with an auto bed, tent and cooking outfit, as we had decided to live in the great outdoors as much as possible. Our first official highway was the "Grainland Highway," which we traveled from Fullerton to Wakefield, Neb., and from there we went across country to Allen, Neb., where we visited Mr. and Mrs. Millard Martin, formerly of Central City, but now in the newspaper business at the above named place.

On our first day out we encountered a band of gypsies, who insisted on calling us brother and sister. Undoubtedly they considered us a branch of their family, as the modern gypsy now travels in his automobile equipped with a whole camping outfit, the same as the tourist. There were eight cars of them, including trucks and touring cars, loaded down with men, women and children.

Upon leaving Allen, Neb., we went to Sioux City, Iowa, where we traveled over the "King of Trails" to Le Mars, Iowa, and as it was nearing time to camp for the night we began looking for a desirable place. As we were driving along we saw a beautiful grove near a nice farm house and upon stopping to inquire if we might remain there for the night we were told in a very cordial manner that we were welcome to do so, and we made new friends, whose hospitality will never be forgotten. At Le Mars we left the "King of Trails" and traveled over the "North Iowa Pike" to Garner, Iowa, taking the "Wilson Highway" to Albert Lea, Minn. While traveling in Iowa we were welcomed in a hospitable manner wherever we asked to camp, and as we were not hurrying any we did not make many miles a day.

Of course the way is not always smooth to the "tourist," and the disagreeable things happen along with the

agreeable, so while in Iowa we missed our way and were twenty miles on the road south before we realized the fact that we were not getting toward Minnesota very fast. When we made inquiries we found we had left the "North Iowa Pike," which is also the "Diagonal Trail," for some distance, and followed the latter. We were soon set right and went on our way rejoicing over the "Boone Highway" back to the "Pike" again, thus making a drive of about thirty-five miles through a part of the country we did not expect to see. We became wiser thereafter and when we found two markings on the same highway we used the Davy Crockett policy, "Be sure you are right, then go ahead," consequently we did not drive off our road again. That day, however, was one to be remembered, as it was full of experiences. We came to the small town of Wesley, and being hungry after our long drive we spied a restaurant sign, and thinking we would enjoy a good meal, we stopped. The place was a combination restaurant and grocery, but looking quite inviting. When we seated ourselves at the table the proprietor, who with his hat on and a cigar in his mouth, was waiting on some people at the lunch counter, scanned us out of the corner of his eye and seeing we were ready to be waited on he pushed his hat over one eye, learned over the counter and in a tone that would frighten a Mexican bandit said, "What do you want?" Well, as we were not bandits, but just plain folks, we quietly answered him, "ham and eggs," as that seemed to be all that was on the bill of fare, so he proceeded to the kitchen, chopped some wood, came back and waited until he heard the fire snapping, then hied himself back to the kitchen and soon the odor of ham began to penetrate the room. After about forty minutes waiting we were at last served with our (dainty) meal by this same person still adorned with the hat and cigar, and with a sigh we tried to satisfy the longings of the inner man. When we left the town of Wesley we vowed "never again." However, after finding a good place to camp and having a good rest we went on our way and came to the beautiful town of Albert Lea, Minn., thus forgetting our grievances of the day before.

Albert Lea has a population of about 10,000 and is one of the prettiest towns in Minnesota. Beautiful Lake Albert Lea is just west of the city with a fine drive of twelve miles around it. The streets are wide and miles of paving. While at a garage getting gas we saw a man whom we thought looked familiar, and when anyone is touring one looks for people that



The Land of Ten Thousand Lakes.

are from their home state, and upon taking a second look we did know him and it was an old acquaintance. While there we also met a family from Omaha who seemed pleased to see someone from Nebraska. We stayed in this pretty little city as long as possible, but as we had a long trip still before us we started on our way to St. Paul, Minn., on the "Jefferson Highway," going through the pretty towns of Owatonna, Fairbault, thence to St. Paul and Minneapolis, where we stayed five days. While there we visited the famous Minnehaha Falls, the Soldiers' Home, Fort Snelling and loitered along the banks of the Mississippi River. We also spent a half hour in the capitol building at St. Paul, which is very beautiful, the interior being all of polished granite and marble from the quarries in Minnesota. The only wood used is the casings of the doors and windows. We also paid our 25 cents to enter Longfellow's Gardens at Minneapolis, which we are sorry to say is a disgrace to the city and state, as the animals which are kept there are in filthy quarters, thus making them sickly and repulsive to look at. There is plenty of work there for the health officers and the humane societies, which they seem to have sadly neglected.

When we left Minneapolis we followed the Jefferson Highway at Elk River, taking the eastern route of the "Minnesota Scenic," which is rightly named to Princeton. The beautiful graveled road leads the traveler through some of the most delightful country that lies in this grand old United States of America. Tall trees sway gracefully in the breeze, the lakes sparkling in the sun, and the whole surrounding country brings the lover of nature to renewed life.

The farming, however, in this section is not neglected, although it is not as extensive as in other parts of the state. Potatoes and dairying are the main lines. The farmers take pride in their nice homes. As you are driving along away off in the distance you will see the country dotted with large farm houses painted white and barns painted red, trimmed with white, nestling in a grove of tall, stately evergreens which forms a beautiful picture. Stretched before you for miles you see what you would say was a meadow with all grass waving in the breeze. Upon inquiry we found it to be Lake Anomia, but no water in sight, as this lake is covered with wild rice, which the Indians harvest in September. Onamia is the Chippewa word for wild rice. The highway follows the shore of Mille Lacs Lake for about twenty miles. Mille Lacks Lake is twenty miles wide and thirty miles long, with only one island in it, and that is a large rock about twenty feet high. The beach is mostly sandy, with fine bathing and plenty of fishing in June and September, but the wary fish keep in the cool deep water during July and August, consequently we did not get to fish in this lake, but went to a small lake where bass, crappies, pike, perch, sunfish and pickerel were in abundance, and there we had our first feast of fish. Red raspberries, blackberries, strawberries, gooseberries, wild plums, wild crab apples and blueberries grow in abund-

ance in this section of the state, and as it was blueberry time we indulged in gathering some of the luscious berries, in company with the people where we camped. After leaving there we went to Walker, which is located on Leach Lake.

Not being in a farming community we naturally turned to the newspaper offices, where we were cordially received. Mr. Oliver informed us that they were going to build a new home for their newspaper in the spring. Upon telling him that we wanted to go fishing he immediately informed us that he knew just the man to go with us. He located Mr. M. S. Morical, or more familiarly known as "Dad," and we made arrangements to go the next day for a real day's sport. At 8 o'clock we were at the dock, where we boarded the large boat which took us about twenty-five miles out on Leach Lake to Pipe Island, where we were sent out to get fish for dinner. Well, we caught as many as any of the party, and upon going ashore the guides cooked a fish dinner fit for a king, and, say, if you never have eaten a fish dinner, just go to Walker next year and get "Dad" to go with you and you will surely say, "this is the best ever." Well, we enjoyed that day so well we decided to go the next day, as the wind was in a different direction we went to "Ottertail Point." But the joke is on the "Mrs." this time, as she fished all day and never landed one. But we furnished our share of the fish for dinner that day, and if there is anyone at Walker that knows where all the fishing places are it is "Dad."

We left Walker and went to Park Rapids, which is a beautiful trip. We then left the "Minnesota Scenic Highway," taking the "Jefferson Highway" to the State Park at Itasca, where we camped. Those who have not forgotten their geography will remember that the Mississippi River rises in Itasca Lake and where the river leaves the lake it is so narrow that one can step across it at times. We then went to Shevlin, where we followed "Theodore Roosevelt Highway" to Crookston, which is located in the northwestern part of the state in the famous wheat country.

Leaving Crookston we traveled north through some of the finest small grain country in the world. The fields extend for miles with shocks of oats, wheat, barley, flax and rye. Some fields were threshed and were being plowed with a tractor. The Minnesota farmer in that part of the state goes to the field in his automobile and works his tractor as many hours as he sees fit without a thought of the tiring out of any horses. We traveled through the live town of Warren and on to Hallock, where we had to stop over night for repairs on our car. As he could not camp out that night we went to the Hallock Hotel, which is under the supervision of two young French gentlemen, who are expert hotel managers, and it is a pleasure to stop at their house. We left the next day, continuing north, passing through Northcote, where the late railroad magnate, "Jim" Hill, owned at one time 80,000 acres of that great wheat land. As our destination was Winnipeg, we crossed the Canadian border at Emerson, getting by



Fixed for the Summer.

the custom house without being put to any inconvenience. As we drove to the custom office we found some people from Dorchester, Neb., and about that time a Nebraska car looked pretty good to us. We traveled together as far as Winnipeg, the end of the Jefferson, where they left us, going on to Saskawachan.

Upon entering the city of Winnipeg the traveler is greatly impressed by the quaint old churches, the experiment station buildings and the wide and beautiful business streets. The heart is saddened by the sight of the wounded soldier boys seen on the streets, as Canada suffered longer from the great world war than the United States did. After visiting in the city for a couple of days we started upon the return trip, and as the storm clouds were gathering we decided to get as far as possible, but after driving about fifty miles we were compelled to stop at the little village of St. Jean Baptiste for the night. The soil in that part of Canada being gumbo and clay mixed it is impossible to drive in the rain, as the chains fill up with the mud, making them about three times the ordinary size. We were on our way the next day and stopped another night with the congenial hosts of the Hallock Hotel in Minnesota. We arrived at Crookston the next day and were then ready to start on the last part of our trip, which took us through the famous Red River Valley to Moorhead, where we stayed for three days, as we were very favorably impressed with that city.

At Moorhead we decided to come home by the "Meridian Road" through South Dakota. Whoever marked that road as an official highway through South Dakota surely had a brain storm, as it is everything but a road. Only about twenty-five miles in the entire state were fit for an automobile. It seems to be their idea to build a road and then let it take care of itself, consequently it is practically a corduroy road, with the exception of near Watertown and Yankton, which are two fine little cities with good live business men and somebody who takes pride in making the towns beautiful.

We arrived at Yankton, S. D., tired, but thankful that we would soon be in Nebraska. After crossing the Missouri River on a pontoon bridge we were on the last lap of our homeward trip, returning by the way of Norfolk to Columbus. Leaving Columbus on the "Lincoln Highway" he arrived home Monday evening, September 8, somewhat tired and dusty, but feeling much better than when we left.

We were gone forty-seven days, slept out of doors thirty nights, traveled 1,970 miles, over thirteen official highways, in five states and Canada and no auto trouble to delay us any length of time. We met many congenial people from different parts of the United States, besides a great many Nebraskans.

The Minnesota Scenic Highway Association may well be proud of their highway in the section of Minnesota that we traveled. We also found the "Jefferson Highway" a fine road, with its pretty little markings of a palm and pine tree, and as the road goes from New Orleans, La., to Winnipeg, Canada, it has the attractive slogan of "From Palm to Pine."

— Build Roads Now —

DAVIS CITY, IOWA, 100 PER CENT TOWN

One of our members at Davis City, Iowa, who was in the oil business, declined to pay his second year's dues, assigning as a reason that a competitor had started business on the highway.

The non-payment of this membership would have reduced Davis City below the 100 per cent point—an idea they did not take to kindly. The following letter just received from there indicates how they solved the problem of keeping Davis City in the front rank:

My Dear Mr. Clarkson:

"Please find enclosed check for \$5 from the Consumers' Service Station, Inc. Kindly enter their name to membership instead of the name of A. E. Adams, manager at this place, to the Collins Oil Company.

"Please make their membership from Davis City, Iowa."

"They were much pleased to become members of the J. H. Association.

"This makes us 100 per cent."

The business that the highway brings to the individual and the town has been of such value, and the business it will bring in the future will be of such increasing value that other individuals and other towns are always willing to take the place of any who get lukewarm on the subject.

HAPPENED TO BE THERE

Thief River Falls, Minn., April 9, 1920.

Dear Mr. Clarkson:

The enclosed page from the local paper will be evidence that your article in Modern Highways is appreciated. At first I was somewhat puzzled as to where you got such accurate dope on the proposed road to Red Lake, but later remembered that you were here when the matter was sprung at a meeting.

Our people have lost none of their enthusiasm for good highways, and notwithstanding the excessive cost of construction we expect some improvements this season.

I haven't anything for publication just now that would be of interest. I trust everything is going well with you.

DANIEL SHAW.

Happened to be there. There are 264 towns and cities on the Jefferson Highway, and there are enough interesting happenings every week to more than fill the pages of a magazine twice the size of The Modern Highway. When we happen to be there these interesting occurrences manage to get printed, and the printing of them, like the above reference, is generally appreciated.

We cannot always be there, but if the members will consider themselves duly appointed reporters for The Modern Highway to send in items of interest the official magazine can be made much more interesting.

Mr. Shaw says there is nothing of interest to publish, but we will wager that if deer were as plentiful in and around Thief River Falls as highway news he would be getting out his gun.

The following is a sample:

ROADS IN GOOD SHAPE

The mild weather of the past few days teams and drags have been put to work on the city and county roads, with the result that the roads are getting in the very best of condition. Due to the fact that there is no frost in the ground and that the snows of the winter have long since disappeared the roads have dried up quickly and are now in excellent shape for automobile travel.—Thief River Falls Tribune, April 13, 1920.

— Build Roads Now —

A CLEARWATER COUNTY, MINN., RECORD SALE

Albert Anderson of Clearbrook writes: One of the largest real estate deals in our county was consummated last week, when the real estate firm of Haagenenson & Peterson sold the Sam Svalesen farm, just west of town, on the Jefferson Highway, to W. E. Hinman. The farm consists of 200 acres, and sold for \$105 per acre, or \$21,000 for the place.

Mr. Hinman's home is Iowa, where land is selling from \$300 to \$600 per acre. In the fact of such prices the land around Clearbrook is like picking up diamonds on the highways. Soil and climate which can produce such potatoes and clover as grows here is worth, under present conditions, from \$200 to \$500 per acre, a fact which many of our old settlers have not considered, and will not before it is too late, or until the people from the southern part of our state, Iowa and Illinois have moved here and purchased their last acre.

— Build Roads Now —

THEIR WIRES CROSSED

The Fosston, Minn., Journal says: "Mr. Hillestad also received a new map of the Jefferson Highway, and it is now an assured fact that beginning at Bagley this road will pass through Fosston, on the state road, and go one mile south of Erskins to Maple Lake, and then connect with the old Maple Bay trail into Crookston and Red Lake Falls. This will be the main Jefferson Highway from Bemidji to Winnipeg in the future.

"Now get busy and get some stuff for that booklet, and let's put Fosston on the map to stay."

The desire of Fosston to get on the map is a laudable one, but it is not on the Jefferson Highway map. Someone has been jollyng our Fosston friends.

Of course, what the future holds no man knows, but at the present writing Clearbrook and Gonwick are on the Jefferson Highway, which naturally leaves Fosston some miles to the south.

We congratulate Fosston, however, on securing the T. R. Highway.

— Build Roads Now —

With the car manufacturers still far behind in their flood of unfilled orders 1920 LOOKS LIKE A BANNER YEAR FOR MOTOR TRAVEL. Get Ready.

Of all the communities on the Jefferson Highway none are more active, in an intelligent way, in making the most of their resources and adding to them, than the city of St. Cloud, which claims, with some degree of reason, to be the present metropolis of central Minnesota and has nominated herself for a candidate to continue to hold that position*.

Few thriving towns, nowadays, are content to be known by their noun name only and try to add an adjective to it, generally known as a slogan, in the public mind, for advertising purposes.

St. Cloud being no exception to this rule recently started a campaign, through the medium of its Commercial Club, for the purpose of selecting an appropriate slogan and one that would be accepted by the public who it was hoped would adopt it and use it. With this end in view the following letter was sent out.

St. Cloud, Minn.

Dear Mr. Clarkson:

Will you kindly write me, at your earliest convenience, stating what impression, if any, the slogan on this envelope and letterhead, makes upon you?

Do you anticipate that the importance attached to the granite industry in this connection would react to the disadvantage of other industries if this slogan should become universal with St. Cloud business houses?

St. Cloud is the second largest granite producing and distributing center in the United States, and is the home of the world's largest single monumental granite company. The freight shipments of granite total several cars daily.

We feel that the situation as outlined above is an asset of considerable value in advertising our city, and in order to get the opinion of representative business men throughout the country we have adopted this plan of procedure.

In your opinion would this slogan on the stationery of a foundry, flour mill, sash and door factory, woolen mill, tablet factory, pickling and preserving company, cigar factory, farm sled factory, garden tool plant or machine shop detract to the disadvantage of that mill or plant especially if that plant or factory had no trade slogan?

Do you consider this small town stuff?

If so, say so. We will appreciate your honest opinion.

Realizing that this is not a small favor to ask of you, and assuring you that I will be glad to reciprocate, should the occasion present itself, I am

Very truly yours,

CHARLES B. STAFFORD,
Secretary.

To which the following response was made:

St. Joseph, Mo.

Dear Mr. Stafford:

You interest me, but I will make no attempt to solve your problem in its entirety. I will attempt only to contribute a drop or two of that which will finally make up the bucket of material that will form the answer.

JOS. S. HILBE, Pres.

CHAS. B. STAFFORD, Sec.

GEO. E. HANSCOM, Treas

St. Cloud Commercial Club

St. Cloud, Minnesota

The Granite City of the Great Northwest

— Build Roads Now — Build Roads Now —



Granite Quarries—St. Cloud's Basic Industry and the Basis of Her Slogan.

I have always thought a slogan should be one of two things.

First: A catch word or phrase which could be made to take on a special meaning by persistent, consistent advertising like

"Eventually Why Not Now" or

"Kodak."

Second: A word or phrase which would be a composite picture of what the thing is now or what you want to make it, like

Sunkist,

57 Varieties.

It should be one that could be used away from home. I know an energetic little city which has a slogan that sounds fine to them, but when the Commercial Club goes visiting they have to leave it at home, like a spoiled child who won't behave.

It should be more distinctive than a person's name. Otherwise you would not want one. You already have a name, St. Cloud. It should be at least as distinctive as a person's features. In fact, is not that what you want to do—impress on the public the features of St. Cloud—a composite picture of what St. Cloud is?

Does your slogan do that? If so, you should be satisfied with it. But if they are asking for bread, why give them a stone?

Many times a slogan is a nick-name. If properly selected it may be a source of great satisfaction and profit.

Originally it was "A Talking Machine," then they christened it, or nick-named it Victrola because it developed into "all things for all men."

I know another little city, which five years ago delighted in the name, "The White Marble City," but now the combined produce of her five shoe factories exceed the output of marble, and there you are.

The perfect slogan would be the one that suggested the most and yet left much to the imagination.

It should do like most of the big successes in business do—appeal to that large class of people between the millionaire at one end and the day laborer at the other end—that large middle class that made Ford's fortune and those of many others.

St. Cloud with her resources and her ambition could well afford to offer \$1,000 premium for an acceptable slogan and, if properly handled, get ten thousand dollars worth of advertising out of it before making the award.

Analyze our own project along these lines. We have a name, Jefferson Highway. No better one could have been selected, but it should also have an individuality. At first an attempt was made to express this individuality in the phrase, "Pine to Palm," but that was very much like calling a boy John—there were several other Pine to Palm roads. So we have adopted the term, "Modern Highway," and expect to inject such new and special meanings into the term that "if it's a Modern Highway it is the Jefferson." Just like "if it's a Kodak it is an Eastman."

As this is a subject which should interest our other 264 towns it has occurred to me that if you have no objection I will treat it in the Modern Highway. St. Cloud will be welcome to the free advertising she will get out of it. What do you say?

Sincerely yours,

J. D. CLARKSON,

General Manager Jefferson Highway Association.

As all the community centers on the Jefferson Highway are interested in the same subject as St. Cloud, viz: **Making the most of their present resources and adding to them**, we expect to continue this discussion in future numbers of The Modern Highway for the purpose of getting such helpful suggestions as may come out of it.

In the next issue we will pay some attention to Mr. Stafford's inquiry:

Do you consider this small town stuff?

*This was written before the figures of the new census were available, so if any other city on the Jefferson Highway in central Minnesota wishes to nominate itself as a contender for the position of metropolis we would be pleased to hear from it.

— Build Roads Now —

FROM THE CARTHAGE, MO., PUBLIC LIBRARY

We are glad to have the big map and the folders of the Jefferson. We put the map in a prominent place. There is never a day that I don't notice some one studying it.

We put the item in the Press about having the folders. That evening about six o'clock—about as soon as she could have received her paper—a lady called up, wanting us to save a map for her.

About five minutes later a gentleman called up asking us to reserve one for him. They are now about half gone. Nearly everyone who asks for one says they are planning to take a trip on the Jefferson Highway this summer.—Carthage Public Library, by P. C.

This has relation to the wall maps and folders furnished free by the Jefferson Highway Association.

IOWA STATE HIGHWAY COMMISSION

Dear Mr. Clarkson:

Replying to your letter of March 22 with reference to the numbering of the Jefferson Highway through this state I wish to say that we have assigned "Number One" to the Jefferson Highway in Iowa.

In laying out a numbering scheme for the primary roads in this state we endeavored in so far as possible to assign numbers to interstate roads, which are the same as had been assigned to the corresponding or connecting road in adjacent states. Thus, for instance, the Jefferson Highway was numbered one, the Lincoln Highway is numbered six in Illinois, and has been assigned number six in this state, etc.

The work proposed on the Jefferson Highway this year is as follows:

Decatur County: Approximately ten miles of the Jefferson Highway under contract for building to finished grade. This work is located between Lamoni and Leon. A new project has been outlined, connecting with the north end of the present project, and extending on to the city of Leon, thence beginning again at the north corporation line of Leon and extending several miles north on the Jefferson Highway. This will not come up for consideration this year.

Clarke County: We expect soon to receive bids on the construction to finished grade all that portion of the Jefferson Highway extending south from the city of Osceola to the county line. Plans are now in the hands of the Bureau of Public Roads for approval. The work has been outlined for building to finished grade the Jefferson Highway extending north from Osceola to the north county line. Surveys will be made this summer.

Warren County: A project has been outlined for some time contemplating building to finished grade about fifteen miles of the Jefferson Highway north and south from the city of Indianola. Due to extensive relocations and right-of-way costs construction on this project has been held in abeyance for some time, and may not be started this year. We can assure you, however, that when such road is constructed a very desirable improvement will be secured.

Polk County: Contract has been let for paving with concrete that portion of the Jefferson Highway lying between the south city limits of Des Moines and the south county line, a distance of about 2.8 miles. Also, a contract has been let for paving the Jefferson Highway from the north city limits of Des Moines to the town of Ankeny, a distance of about 6.5 miles.

Story County: So far as we know there will be no extensive construction work on the Jefferson Highway this year.

Hardin County: So far as we know there will be no extensive construction on the Jefferson Highway this year.

Franklin County: So far as we know there will be no extensive construction on the Jefferson Highway this year.

Cerro Gordo County: Contract has been let for paving the Jefferson Highway from Mason City south to the county line, a distance of about fourteen miles. The contract calls for a concrete pavement eighteen feet wide. It is contemplated that that portion of the Jefferson Highway north from Mason City to the north county line will be partly relocated to eliminate a railroad crossing, and perhaps that some grading and tiling will be done this year preparatory to paving this piece of road in 1921 or 1922.

Worth County: So far as we know no extensive construction work on the Jefferson Highway is contemplated this year.

Yours very truly,

F. R. WHITE,
Chief Engineer.

— Build Roads Now —

HARRISON COUNTY JEFFERSON HIGHWAY

Marshall, Texas, March 30.—The commissioners' court today let the contract for the construction of the improved road through Harrison County from Gregg County to the Louisiana state line, known as the Jefferson Highway, to Smith Bros. & Healey. The price to be paid is \$718,732.17 for the road complete.—Dallas News.

With hundreds of millions of dollars being spent for good roads 1920 LOOKS LIKE A BANNER YEAR FOR MOTOR TRAVEL. Get Ready.

THE MODERN HIGHWAY

Published Monthly by

JEFFERSON HIGHWAY ASSOCIATION

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First President and Life Member Board of Directors

D. N. FINK, Muskogee, Oklahoma
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J. D. CLARKSON
Editor

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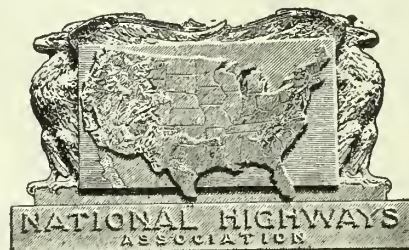
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Volume V

MAY, 1920

Number 4



L. Jensen of Clearbrook, Minn., is being urged by his neighbors for member of the legislature. If Mr. Jensen would make as good a legislator as he is a Jefferson Highway booster, which seems quite probable, they should get him into the legislative harness as soon as possible.

— Build Roads Now —

"TOURISTS LEFT SOME MONEY HERE"

This was the headline in an issue of a country paper recently.

Of course they did.

Of course they do.

Of course they will.

That is a habit they have.

It is more than a habit.

It is a function.

Just like breathing.

Or the circulation of the blood—

They must do it if they want to live.

That is the reason it pays to promote marked and advertised highways.

Just so the tourist can find your town to perform this function of leaving some money there.

— Build Roads Now —

UNDUE ALARM

Many unauthorized persons who deal in news items and manufacture most of them have sent out from time purely imaginary locations of federal highways which are to be brought into being under the Townsend bill when it becomes a law.

Some of our people have experienced a feeling of uneasiness upon seeing maps and articles professing to show definite locations of the federal highways.

There is no reason to borrow trouble on this score until after the bill passes and the commissioners are appointed who are to actually locate the highways.

It will be wise, however, to advance the construction of our projects as much as possible so we will have something to show the commissioners when they are appointed.

A CHANGE DESIRED

Gower, Mo., April 5, 1920.

I believe it would be practical to change the Jefferson Highway that runs through Plattsburg, Mo., and on through Kansas City by following the trail as mapped up running in a southwestern direction from Plattsburg until you come to the road running west one mile north of the Grayson Consolidated school, following said west road to the county line between Clinton and Buchanan counties, which is the county seat road between Plattsburg and Platte City, thence south with some diagonal road to Smithville without a corner in the road. There is at present one place where the road goes west one-fourth of a mile, but I have good reason to believe that the road could be put on the county line and remove these corners if you would make it the Jefferson Highway.

This change would be just as short a road for the people at Plattsburg as they now have, and would save them twelve square corners and from crossing the railroad twice—once at Trimble and the other just before getting to Smithville. This would put Edger-ton within one and one-half miles of this road. Edger-ton lost the Jefferson Highway when it went to Platte City.

The change would not only do away with the twelve square corners and two railroad crossings, but there would be less hills on this route and better soil for the road bed.

If this project should be carried out it would be as short a route as could be built from St. Joseph to Kansas City, as there is not a place that you go out of the way.

There is now one graded road from St. Joseph to Gower, and there will be one more this summer. The work is now being done on the road on the county line between Clinton and Buchanan counties running south from Gower to the southeast corner of Buchanan county, which is to be graded to a 6 per cent grade and a 36-foot road bed.

Hoping you will give this matter your careful consideration, I am

Very truly yours,

G. C. SCHUSTER.

— Build Roads Now —

THE JEFFERSON IN DEMAND

W. J. S. Redmore of Skidmore, Mo., writes:

You will remember I wrote some time ago in regard to starting a branch of the Jefferson up through this county to Council Bluffs, Sioux City and following near the line between Iowa, Minnesota and the Dakotas, intercepting the main Jefferson Highway at Emerson, Manitoba. I have since written to several of the principal towns north of here to learn what they would think of such a movement.

W. R. Chestnut, secretary of the Fargo, N. D., Commercial Club, writes:

"I firmly believe that the small cities along this route would be very agreeable to this suggestion, and I will be glad to hear from you further regarding it."

William Holden, secretary Sioux City, Iowa, Chamber of Commerce, writes: "Personally I can assure you we will be interested in the development."

L. W. Myers, secretary Commercial Club, Grand Forks, N. D., writes:

"The men here are very well pleased with the proposition, and if there is anything that we can do at this end please get in touch down there and let us know."

— Build Roads Now —

ARE YOU A HEN OR A CHAMELEON?

Advertising is as old as creation, for the Almighty placed in every living thing the inherent faculty or property of proclaiming its existence. When these orbs were set awhirl it was wisely decreed that plants, through color contrast of flower with foliage, should act as an incentive to the consumer to desire and possess the fruits of these plants. The flowers of fruit-bearing trees come forth, scatter their perfume and attract the eye of man, giving advance publicity of what that organic industry the tree will bring forth as its finished product.

What greater attraction can be imagined than a broad acreage of sweet-scented clover wafting its perfume to a swarm of bees seeking the commodity which would satisfy the appetite and delight the palate of the hive from the drone to the queen?

What more attractive window display than a field of poppies or wild roses? -What greater color advertisement could be flaunted before the eyes of even an un-

tutored human than the golden yellow orange, the red ripe cherry, or the sun-kissed, rosy-cheeked crab apple contrasted with the green page of nature's orchard catalog?

True it is that certain protective precautions were necessary. As an example the chameleon, that natural camouflage artist of the animal kingdom, when in fear of discovery protects itself against onslaught by adaptability to surroundings. But, then, who desires a chameleon for any practical purposes? In what way does he affect life? Even the plant and the bee, the bird and the beast transform and make their environment; they are progressive, but a chameleon needs no publicity, for he is valueless.

Then we have the singing or birds, lowing of cattle, cooing of doves, the blatant call of beasts, and, not the least, the homely hen.

Ah! in the hen you find the true advertiser with something to advertise. Unlike the duck, which conceals and covers her product, the hen manufactures her product which is good—then tells the world.

Everything that nature wants to "sell" to a desirous consuming public has always been advertised to an almost profligate degree, yet always consistent with the self-protection and conservation of the best productive interest of the great manufactory—Earth.

Are you a hen or a chameleon? Do you shape destiny surrounding you or do you, chameleon-like, change your better self to fit surroundings?

Read nature's page in the direction of her advertising.

Use the contrast of "black on white," or the more variegated colored inks of type and color sketch, but be assured that the most natural method for the disposition of goods is through judicious advertising.

Don't be a chameleon—Advertise!—Du Pont Magazine.

— Build Roads Now —
INTELLIGENT ADVERTISING

C. D. Morris, editor of the Gazette, in an article advocating the intelligent advertising of St. Joseph, says:

Nestling in a little valley about half way between Lamoni and Leon, Ia., is the little village of Davis City. The Jefferson Highway passes through the town, and along the roadway, a half mile from the village in both directions, are large billboards on which is printed in big letters, "You'll Like Davis City." It is a fine advertisement of the town, for the simple reason that every tourist who journeys that way is prompted to look the village over by the very adroit invitation presented on the billboards. Along the Lincoln Highway, forty miles north of Des Moines, there are big billboards on which are the words: "Take a side trip to Des Moines, the city of Great Possibilities. More than five hundred miles of paved boulevards." It is a fine thing for a city to have an attractive slogan, but nothing is accomplished thereby unless the world is made to know what that slogan is. Recently the Kansas City Star ran a series of advertisements of Kansas City, each one of which began: "Do You Know," followed by some pertinent fact about the city at the mouth of the Kaw. Kansas City business men contributed \$75,000 one day to have these advertisements inserted in more than one hundred of the leading newspapers in the United States. The result has been to obtain more free advertising for Kansas City in American newspapers than was ever given any other American city. It has occurred to me that our Commerce Club might invent some plan to present St. Joseph's slogan, "The City Worth While," to the people of the entire country. Men will come here to investigate St. Joseph only after they have been properly invited to do so.

— Build Roads Now —

AN INVITATION

Reading your publication the thought occurred to me that among the numerous worth while places and things to be found along the J. H. we have the only automobile factory. While the factory itself is not located on the highway it is located within the corporate limits of the city of St. Cloud, through which the highway passes.

A visit to our factory, which is of good proportions and of up-to-date equipment, is interesting to people who have not had the opportunity of visiting similar institutions. We would be very glad to have the tourists using the Jefferson Highway call and inspect our plant while in the city, and we would be glad to assure them through you that the latch string will always be out.

Very truly yours,

W. A. FURLONG,
Sales Manager.

THE DEADLY PARALLEL

An Objector to the Babcock Bill Wakes Up the Wrong Man

— Build Roads Now —

— Build Roads Now —

— Build Roads Now —

We are publishing the following from the Sauk Rapids, Minn., Sentinel, for two reasons: First, because thousands on the Jefferson Highway are going to go to Minnesota each year and leave money there to help pay for the roads in question; second, because the Babcock plan for building is a good plan and others outside of Minnesota on the Jefferson Highway will do well to study it, build roads under this

or some similar plan so as to get their money back by a reversal of traffic.

It seems that our F. W. Thielmann, who is supposed to be a farmer, published an article objecting to the Babcock plan, copy of which was sent to Ed. Vandersluis, editor of the Sentinel, who immediately proceeded to shoot it full of holes as will be seen by the supposed objections set up by Thielmann and the facts set out by Vandersluis in parallel columns.

SUPPOSED OBJECTIONS.

1—I wish to call attention to the proposed trunk highway. The proposition seems to call for about 4000 miles of cement surfaced road at a cost of \$25,000 or more per mile, the cost to be distributed through several channels, viz: government, state, county, and lately a proposed automobile tax. This is pictured to be a wonderful thing for the farmer, which will really cost him nothing in the end. I ask: First, since agriculture is the almost sole pursuit of the state, who will pay, or can pay the bill, except the farmer? Second, if this system is primarily for the benefit of the farmer, how comes it that about 90 per cent of the mileage runs parallel with railways from town to town? It looks (to study the map) more like a parkway between the cities and larger towns rather than a farmers' road system.

2—If you investigate you will find that the only farmer's support to this plan comes from the comparatively few who happen to live on the proposed route. The cities and towns naturally favor it, for they will be the beneficiaries and the farmers pay for it in the end, anyway.

3—This proposed system is practically duplicating our present transportation system (the railways) at about 3 or 4 times their cost of construction, and I predict 10 times or more their cost of upkeep, etc., per tone mile. Why this extra burden? In the meantime the roads that the farmers do their hauling on (the feeders to the railways, those mostly running cross-wise) are being and will be more neglected than they were even five or more years ago.

4—The old system of the farmer building roads by hot air while sitting under a shade tree, is paralleled by the new system of road making, sitting in a swivel chair. The only practical difference is that the farmer is out sweating in the sun, trying to earn enough to pay the cash road tax.

5—The expense for building the hard surfaced roadway could, as a matter of fact, be justly placed upon all alike, because all roads,

THE FACTS.

1—Under the Babcock plan the money will not be raised for the maintenance of the hard surfaced road through a series of different taxes. It will be raised by one tax only—a tax on all motor vehicles, ranging according to the price and horsepower of the car or truck. As cars and trucks are owned in as large a proportion of population in the cities, villages and towns as in the country, it is foolish to say that no one will pay the bill except the farmer. It has not been claimed that the trunk highways were strictly a system of farm roads. They are a system of roads connecting the villages and cities of the state with each other and are placed in such a way wherever possible, as to pass through the most thickly settled farming district.

2—If only the farmers living along the proposed improvement are favoring the proposition, it is because the others do not quite understand where it will benefit them. The statement that the cities and towns will be the only beneficiaries while the farmer will pay for it, is pure rot. This is explained in the foregoing paragraph.

3—The proposed system is not a duplication of the present transportation system, but rather an auxiliary to it. In this particular instance the farmer is the beneficiary. The man living in town and wanting to ship can send his shipment from the local depot. But the railroad does not run its trains up to the farmers' back door to take on a cream can. The farmer, if he wishes to ship must first get to a shipping point, which might be ten miles away. It is then to his advantage to have ten miles of good road to travel over. And instead of the feeder roads being neglected through the building of hard surfaced roads, it will really be the only chance of getting good feeders. Read on.

4—More hot air and answered in the first paragraph.

5—Now, there is no objection to the proposed system of cement roads, if those residing along it, both farmer and city, county seat or

village, want to pay for them out of their own resources. But this proposed plan lays the burden on all, whether they have any material use for the road or not. The thing don't look right, and if put through will delay 90 per cent of the farmers having decent roads for at least a generation, because taxation of all kinds has become a burden already; adding this huge sum to it will make it worse. Where is the amount to come from for the farmer's real road?

6—For the sum that this cement road of 4000 miles is to cost, we can build 40,000 or 50,000 miles of good graveled roads. This mileage will take care of a good share of the farmers' roads and give all of them an equal chance at the markets. They tell us gravel won't stand up under heavy truck loads. Those people who wish to use the trucks may be allowed to build hard highways, if they wish to assume the expense. A great deal of the farmers' hauling will be done for many years to come by team and wagon, cement or no cement road.

7—The roads need improving. The old method was not a good one and I would not like to defend it. I cannot commend the new method of centralized authority; it proves several times as expensive as the old. It probably has improved some stretches of the road, largely those used more for auto tourists and pleasure purposes. Most of the roads on which the money has been spent of late years are the same roads that are to be cemented now.

8—I don't know your opinion on this road proposition. I am merely giving you the picture as it looks to an everyday farmer who realizes the need of better roads, is willing to pay a price within reason for road purposes, but insists that all share alike in proportion along cost and benefit lines, so that not a few only can have a road at the expense of all.

F. W. THIELMANN.

Continuing he explained how the Babcock plan will not only not delay 90 per cent of the road building in the farming districts for a generation, but will actually be a means of getting real good roads throughout the rural districts.

Under the present system of road maintenance, it practically takes all the road money the county gets to keep the main traveled roads in shape. These are torn to pieces so fast by the heavy traffic that it is necessary to keep crews of men working on the roads constantly to keep them passable. This takes so much money that it has been impossible to hardly devote any funds to the upkeep or building of the feeders or even the gravel surfacing of the main roads. If the Babcock amendment is passed, the state will not only take over these trunk lines and reimburse the county for building them, but will forever take care of the

wherever located, will be benefited, *but the expense will not be borne by all if the Babcock amendment is passed.* The man, whether farmer or not, who has no car and does his hauling with team and wagon will not have to pay a cent for the paving. As stated before, it will be paid exclusively by an automobile tax. Incidentally, we believe that the man hauling a heavy load by wagon will be glad to take advantage of a hard surfaced road whenever possible, whether he helped pay for it or not.

6—Although the Babcock plan is to ultimately have all the trunk roads in the state hard surfaced, at the present time it is only proposed to pave the one main artery of travel, and to gravel surface the balance for the time being.

In order to show that pavement is an absolute necessity on State Road No. 1, and that ordinary gravel surfacing would not do, let us illustrate. Only a few years ago, a long stretch of gravel surfaced road was built in Sherburne county. In a very short time it began to wear under the heavy traffic. It costs a lot of money to keep a graveled road in repair and Sherburne county found it an utter impossibility.

7—It is true that most of the road money has been used in the upkeep of roads that are used a great deal by tourists, but you can't keep the tourists off the road, and shouldn't want to, and it is the very fact that the heavy traffic, whether of tourists or others, cuts the ordinary or gravel surfaced roads to pieces so fast, that it makes it necessary to have a permanent road that will last and stand the "gaff."

8—We believe we have shown in the foregoing paragraphs that the cost of the road is distributed fairly and that the man who pays for it directly, under the Babcock plan, is the man who uses it, and he is ultimately the gainer. The real first cost of the work is paid by: (1) the gasoline and oil producer by the decreased consumption; (2) the tire manufacturers, by the additional mileage gained by having paved roads; (3) the automobile and truck manufacturers by the decreased wear and tear on cars; and (4) the garages, for all the above reasons.

EDITOR.

maintenance of them; this to be paid for out of the motor vehicle tax as stated before. The county, on the other hand will be getting practically the same amount of road money as heretofore and as the great amount of expense in keeping the main roads in repair will be eliminated, this money will be released for work on the feeders and more isolated roads—something that is impossible at the present time.

During the summer months there are from 200 to 500 cars and trucks a day passing along State Road No. 1, The Jefferson Highway. Tourists coming through the territory are the best advertising it can get. There is proof positive that land values have been increasing steadily all along the entire length of the tourist traffic. Let them come. It means a real benefit financially to every land owner within miles of the highway.

HEAR THEM TESTIFY

As to Value of Organized Marked Highways to Their Towns

— Build Roads Now — — Build Roads Now — — Build Roads Now —

HARRY A. RUSSELL, SECRETARY, FT. SCOTT, KAN., Chamber of Commerce, had a curiosity to learn if the organized marked highway was as valuable to other towns as it had proven to Fort Scott, and in order to ascertain the facts wrote letters to several other towns scattered over a large scope of territory. A portion of some of the replies are reproduced herewith:

1000% PROFIT.

Chillicothe, Mo.

I cannot tell you what value we consider this highway to this city, and the others which pass through, for that is impossible to figure out, but we do know that we have been repaid ten times over for every effort we put forth in securing highways and their maintenance.

Very truly yours,

HARRY W. GRAHAM,
Sec'y Chamber of Commerce.

BETTER THAN A RAILROAD

Little Falls, Minnesota.

WE VALUE VERY HIGHLY THE JEFFERSON HIGHWAY, as this highway serves to bring thousands of tourists through our city, who otherwise very likely would not come through Little Falls.

Sometimes we go so far as to state that the Jefferson Highway is almost as valuable to Little Falls as would be another railroad, and I believe that this statement will be substantiated to a considerable degree as soon as our state highways become paved under the so-called Babcock hard-surface road plan, when it will become more expedient to transport goods by motor trucks. Plans have practically been made to hard surface the Jefferson Highway from Little Falls, to the Twin Cities, so by 1921, we expect to have the Jefferson Highway paved from the Twin Cities to Little Falls, and we have every belief that after this has been done, that the traffic on this highway will be increased many fold.

Last year we found it absolutely impossible to keep the highway in satisfactory condition, due to the enormous traffic, and we realize that the only way that the situation can be coped with, is to have the highway paved.

In addition to the incidental business that we derive from the tourist travel there is another item of considerable import. People coming to Minnesota for recreation purposes, secure first hand information of our productive state, with its unlimited resources, and it is fair to assume that some of these people might some day locate within our borders. The Jefferson Highway shows the way to Minnesota, and we appreciate this feature so much that were there a likelihood of our losing it, you may depend

that the people of Little Falls would do everything within their power to offset the movement and retain the highway. We cannot measure in dollars and cents the value of the Jefferson to this community, but could this be done, we know that it would run to heights that would make you dizzy.

Very truly yours,
W. E. OLSON,
Managing Secretary.

THOUSANDS COME THAT WAY.

Dallas, Texas.

DALLAS IS ON FOUR established highways, and it is estimated by the Dallas Automobile Club that last year fully 65,000 tourists visited the city over these lines. This year it is believed the number will reach 75,000. The Denver Automobile Club announced recently that it routed from 20,000 to 25,000 people annually by way of Dallas. Hence, purely from a money standpoint, the value of highways is immense.

Perhaps the chief advantage of marked and well kept highways is the co-operation that they promote among the towns and cities along them.

As a closing thought, in 1919 Dallas county voted a \$6,500,000 good roads bond issue. This shows what our people think of having good highways cross the county.

Very truly yours,
DALLAS CHAMBER OF COMMERCE,
By Charles Saville, Sec'y.

BRINGS THOUSANDS OF DOLLARS

Santa Fe, N. M.,

February 17, 1920.

OUR CITY DERIVES MANY THOUSANDS OF DOLLARS yearly as a return on money invested in organized highways. Without them, thousands of tourists who visit Santa Fe would not come, or coming would not remain.

Very truly yours,
SANTA FE CHAMBER OF COMMERCE,
P. W. DeFoe, Ass't Sec'y.

INSPIRATION VALUE GREAT.

New Orleans, La.

THE VALUE TO NEW ORLEANS and Louisiana of the Jefferson Highway, when completed, will be simply incalculable. Its value as an inspiration has already been worth a great deal to us.

Very truly yours,
WALTER PARKER,
Gen. Mgr., Association of Commerce.

WORTH WHILE, YES.

I WRITE YOU WITH REFERENCE to the value of the Ocean-to-Ocean Highway to Hannibal.

The Hannibal Chamber of Commerce realizing the importance interstate as well as intra-state highways, promoted the organization which is now the Pike's Peak Ocean-to-Ocean Highway.

The question might be asked, "Has It Been Worth While?" The Hannibal Chamber of Commerce, without hesitation, answers, "Yes." At the last meeting of the board of directors when the announcement was made of the convention of the Pike's Peak Ocean-to-Ocean Highway, which met at St. Joseph, February 24th and 25th, a motion was very promptly placed instructing the president and secretary to attend the meeting. Requests from the national and state organization for funds to carry on the work are promptly appropriated.

The location of Hannibal on the Pike's Peak Ocean-to-Ocean Highway has given our city valuable publicity. It has brought thousands of visitors to Hannibal who have patronized our stores, garages and hotels. It has increased interest in good roads, not only on the Pike's Peak Highway but the effect is felt on even the smaller roads. Results will be secured in many ways through an organized highway movement which cannot possibly be accomplished by a city working alone. The Hannibal Chamber of Commerce is a strong supporter of organized highway movements and feels well repaid for the money and time expended on the Pike's Peak Ocean-to-Ocean Highway.

Very truly yours,
H. A. SCHEIDKER, Sec'y.

VALUABLE IN SEVERAL WAYS

Sioux City, Iowa.

IT IS IMPOSSIBLE TO ESTIMATE the value of the K. T. or any other organized highway to our city. But we do consider it of considerable value both on account of the tourist travel it brings to this city and also on account of the effect it has in prompting good roads sentiment which is materializing in hard surface highways.

Yours truly,
WILLIAM HOLDEN,
Gen'l Sec'y.

GREAT ASSET TO STATE.

Shreveport, La.

IN MY OPINION the Jefferson Highway when completed will be as valuable an asset to Louisiana as any of our trunk line railroads.

Bonds have been voted and money provided for the completion of the 340 miles of the Jefferson Highway in the state of Louisiana during 1920; and with this road crossing the Lincoln Highway at Nevada, Iowa, as soon as the route is completed from New Orleans to Winnipeg, Canada, we will have one of the most important highways in the United States; and it is impossible to forecast the value of the road to the states through which it is being built.

Yours truly,
J. K. WALKEN,
Sec'y Shreveport Chamber of Commerce.

WORTH THOUSANDS OF DOLLARS.

Ottawa, Kan.

THE PEOPLE OF OTTAWA feel that being on the K. T. highway is a distinct advantage, and worth many thousands of dollars to the business people of the community annually. It would take a huge sum to buy Ottawa's place on the K. T.

Thousands and thousands of motor tourists pass through Ottawa every season. We strive to make everyone a booster and an advertiser of Ottawa and Franklin County.

Very truly yours,
TOM CHITWOOD, Sec'y.

GIVES DESIRABLE PUBLICITY.

Mason City, Iowa.

IT WOULD BE A VERY DIFFICULT matter to present accurate figures relative to the value of the Jefferson Highway to this community. We believe, however, that this highway is worth thousands of dollars each year to Mason City. It gives us the most desirable publicity, which is carried all the way from New Orleans to Winnipeg. Besides that, it actually brings hundreds of tourists to Mason City each year and each one of these parties spends considerable money with our hotels, restaurants and retail merchants.

Marked highways are a distinct and direct asset, as well as an indirect asset, to every community through which they pass. We are for them all the time.

Very truly yours,
MASON CITY CHAMBER OF
COMMERCE,
H. M. VAN AUKEN, Sec'y.

GOOD ADVERTISING

Raton, N. M.

THE NATIONAL OLD TRIALS are very valuable to this community in that they afford an advertising feature for this section. We certainly do believe in organized highways.

Very truly yours,
ERNEST D. REYNOLDS, Sec'y.

OF IMMENSE VALUE.

Springfield, Ill.

IN DOLLARS AND CENTS it is hard to answer what we would consider the value of the Ocean-to-Ocean Highway through our community. The Ocean-to-Ocean Highway, being almost a direct line from New York to San Francisco when completed, will be very valuable to any community through which it passes. It connects us almost directly with the east through the best towns in Illinois, through Indiana to Indianapolis and westerly through some of the very best territory in Illinois and Missouri to St. Joseph.

It will be of immense value to us from a transportation standpoint and also from a tourists' standpoint. It should be the leading route from the Atlantic to the Pacific and it is almost impossible to estimate the value that the route, when properly completed, will be to Springfield and our vicinity.

Very truly yours,
WM. H. CONKLING, Sec'y.

TOURISTS BUY MUCH.

Ames, Iowa.

IF YOU CONSIDER IT IS WORTH anything to a town to have a large number of transcontinental tourists driving through during the season, then an organized highway like the Lincoln Highway is of great value to the community. These tourists pass through our town, like the looks of it, tell their friends about it, buy things while they are here from our merchants, stop at the hotels and are of value to us in many ways.

Very truly yours,

AMES COMMERCIAL CLUB,

By John S. Dodds, Sec'y.

RUNS INTO THOUSANDS.

St. Cloud, Minnesota.

I AM SURE THAT THE VALUE of an organized highway to a community is very, very great. In the first place it is hard to estimate the amount of money which was spent in our city, during the traveling season of 1919, by tourists who traveled the different highways which pass through our city, but if we had any adequate system of checking this amount of money I am sure it would run into the thousands.

Very truly yours,

ST. CLOUD COMMERCIAL CLUB.

By Chas. B. Stafford, Sec'y.

Albuquerque, N. M.

I HAVE BEEN LOCATED for the last seven years in various cities through which important highways have run, and it would be a tremendous task for me to set down in writing the munificent value that organized highways and trails bring to the city through which they pass.

You are, no doubt, familiar with the average expenditure made by each car in the large sized towns where they stop overnight, knowing that upon tours of this kind, it is necessary for the tourist to purchase clothing, drugs and sundries, eatables, lodging, automobile repairs, tires gasoline, oil, and a thousand and one other things.

People have adopted the automobile as a means of transportation to secure new locations for business or farming after they have sold out back east. They simply store in their home town what effects they cannot take with them, get into their automobile and start for the west with their eyes open for a location, either for a farm or place of business or location for profession.

I cannot too heartily endorse the highways and proposed highways of America. They will be in the future to a great extent what the railroads have been in the past, and the progressiveness of each state, city or its territory will largely depend in the future upon the foresight shown in the development of adequate and well-kept highways running through and parallel to the same.

Yours very truly,

H. B. WATKINS.

Sec'y of the Chamber of Commerce.

We rest, your Honor.

The Court: "Take the witnesses, Mr. Foggy."

— Build Roads Now —

— Build Roads Now —

— Build Roads Now —

Bemidji Photo News Service

Selections from Bemidji's Most Important, Interesting


News Events, Persons, Places

Activities, Gatherings, Improvements, Industries, Beauties, Resources, Advantages, Etc.

"Pictures are the universal language"

"Nothing tells a story like a picture"

You should help circulate as many pictures as possible of Bemidji and her many advantages



"Over 80 per cent of our knowledge comes through the eye."

"Memory fades—pictures last."

Watch the Frequent Changes of Pictures in This Frame and You'll See That

There's Always "Something Doing" in Bemidji

"City of Enterprise"—Beautiful Bemidji, Minnesota

The above speaks for itself. It is a sample of enterprising news service started by an enterprising photographer, A. A. Richardson, for an enterprising little city, Bemidji. There is only one Bemidji, so it is not necessary to name the state, and of course it is proud of being on the Jefferson.



Courtesy of Adams Seed Co., Decorah, Iowa.

THE FARM FACTORY

During the half century or more of intensive manufacturing developments in this country, when the term factory was used, a mental picture was at once suggested of a building or buildings of more or less restricted area, bad light and poor air, into which was herded for so many hours a day a large number of people. These people were to perform such functions in the manufacturing processes as could not be done by machinery.

During all this period, until recently, the farmer was never thought of as being in the manufacturing class. But within the last decade the term manufacturer has broadened and deepened until the farmer is now included in the thoughts suggested by the term factory and manufacturer.

The above illustration shows a farm factory in one of the greatest of all farm factory states, Iowa.

Similarly the farmer was not included in the thoughts suggested by the term transportation, although it devolved upon him to stop his strictly farming operations and attend a large percentage of the initial transportation of the country.

Recently he finds his factory and transportation business materially interfered with by obstructive tactics on the part of some organized labor which has seized the old organized transportation systems of the country and proposes to use them to the benefit of that particular class of organized labor, regardless of the rights or interests of anyone else, including the farmer.

So the farmer has been forced in self-defense to organize himself, which he is doing very rapidly, and in order to make that organization effective he must organize and is organizing a highway transportation system which will enable him to compel organized labor to ease up on the strangle hold it has on the railroads of the country.

Organized railroad labor, in practice, says to the general public concede our demands or starve.

The organized farmer will soon be able to say to organized railroad labor:

"Just forget that, brother, or you will be doing a little starving on your own account."

The fundamental resources of life—food and clothing—are in our keeping—the public is our customer; if you will not pass along our products in a fair and orderly way we will see that none of them gets to you.

The organized highway is the instrument ready to hand to make the farmer's warning effective. There are thousands of such farm factories as the one shown in the illustration above on the Jefferson and Pikes

Peak highways, and the farmer is not slow to recognize and utilize the means offered him by the organized highway, not only to free him from the chains of congested transportation centers, but to put him where he belongs, in the fore front of modern development, by giving him a score of competing markets for his products, where he had but one or two heretofore.

The young giant of agriculture is just beginning to feel his strength. Let us hope that he will be more tolerant and wiser than some other giants who have preceded him.

The modern method of travel by automobile, indulged in by millions of people every year, is bringing about a better understanding between the city dweller and county producer as they meet and mingle on the modern organized highway.

— Build Roads Now —

HOTEL TALK ON THE JEFFERSON

From Osceola, Iowa:

A number of business men of the city met at Glass & Clarke's office Tuesday evening to do a little definite boosting toward securing a site and erecting a modern hotel building in Osceola. Some twenty men were present, and for the first time since the war the hotel project which was being previously considered was taken up in a manner most encouraging. The men present evidently intend to push the needed improvement to the desired results. In the general discussion that occurred the prospective location was considered. It being the general opinion that the burnt district at the southeast corner of the square on the Jefferson Highway would make an ideal location.

— Build Roads Now —

From St. Joseph Gazette:

An eight-story apartment hotel, to cost \$600,000, will be erected at Seventh and Robidoux streets this summer by Dr. Charles Geiger. There will be about 180 apartments of from one to five rooms each. The dining room will seat 800. There will be a roof garden with a capacity of 2,000, where shows and revues will be given during summer months. The ground, 160 by 130 feet, is now being graded.

The hotel will be U-shaped, with the center of the U occupied by the main dining room. Around the dining room will be forty private dining rooms. An organ will be installed on the same floor. There will be a glass roof over the main dining room.

The hotel will be the first of its kind in St. Joseph. The roof garden, where meals will be served also, is expected to draw crowds. The installation of the organ is also an innovation.

ROAD MANNERS

IF every driver on the Jefferson outside the city and town would try to do the right thing, and keep doing the right thing all the time, accidents would be few. If it is right to travel on the right side of the street, it is right to travel on the right side of the road. If blinding lights are dangerous in the city, they are just as dangerous, and often more so, in the country. A reasonable rate of speed is always right.

Not long ago a woman who drives a great deal made this assertion, during the course of a walk down a crowded city street. It seems that someone had warned her that his car was fast approaching.

"When I'm walking I get mad at the automobiles; when I'm driving I get mad at the pedestrians."

The expression might have been made by nearly anyone, but few are as frank as to admit it right out in public. What is needed is a little more tolerance. The "other fellow" has the same rights that you have, and if both of you keep this in mind accidents caused by "fool" drivers will become rare, indeed.

Perhaps it does not occur to a driver that honking people out of the way, just because he has a ton or two to shove them over, is just as rude as if he ran down the sidewalk yelling at everyone who stepped in front of him to "Get out of the way," so that his progress would not be impeded.

It is always good manners to do the right thing. Wouldn't it be noteworthy if every community on the Jefferson entered into a campaign for "Good Road Manners" as well as for traffic regulation within the towns and cities?

The first place to begin is "at home." Keep remembering that the other fellow has a few rights, too. If you and he are both right there is no wrong. Be right and keep right while driving across country. It pays to do as you would be done by.

If everyone makes it his business not to be a road hog there will be no road hogs.

— Build Roads Now —

BET YOU NEVER THOUGHT OF THIS

HOW OFTEN DURING the winter, when it became necessary to prime your motor to secure a start, have you cursed your luck when you found yourself without a container of some sort for the priming fluid? Next time that happens just take one of your tire-valve caps, tie a string around it and lower this improvised dipper into the fuel tank; it will bring up gasoline sufficient to prime the engine. Simple, isn't it?

If you happen to be of the tribe who don't even trouble with tire-valve cap you may still secure the much-needed priming gasoline by tying a rag, piece of cotton waste, or handkerchief to a piece of string. Let down into the gasoline tank and the cloth or cotton waste will soak up fuel which can be squeezed into the priming cups or plug openings. Where there is a will there is a way.—*American Motorist*.

THEY SAY THAT—

A crazy speed fiend took two Chinese laundrymen in his high-power car. Racing along, they skidded on the wet asphalt, crashed into an upright of the elevated railroad and were smashed to bits.

All the ambulance could find to pick up was two washers and a nut.

DID HER BEST

"No," remarked the determined lady to the indignant taxi driver who had received his exact fare, "you cannot cheat me. I haven't ridden in cabs these last twenty-five years for nothing."

"Haven't you?" he retorted bitterly. "Well, you've done your best."

ANNOUNCE NAME OF TOWN

How often have you, while touring, come to a town of which you would like to know the name, but been unable to discover it?

Road tax is not money spent. It is an investment that returns more than one hundred cents profit for every dollar invested.

— Build Roads Now —

HERE IS A SIGN which may be seen any day in a certain New Jersey village:

I AM THE GUY
WHO REPAIRS AUTOMOBILES
AND FIXES
FORDS.

Wonder why this Jerseyman makes this distinction?—*American Motorist*.

— Build Roads Now —

For the tourist seeking recreation, the investor seeking good returns on his investment, and the home seeker wanting a pleasant place to reside and make a living, the Jefferson Highway publicity supplies this information and the J. H. marks and signs point the way.

— Build Roads Now —

"If you want good roads tomorrow keep out of the ruts today" is the timely advice displayed on a sign-board as one leaves Bemidji toward Itasca State Park.

— Build Roads Now —

A shrewd man once said in relation to selecting an object in life: "You are not likely to get anywhere unless you know where you want to go."

— Build Roads Now —

A MAN WHO DOESN'T GANG with his community is like a dog chasing his own tail. He never gets anywhere.

— Build Roads Now —

"No, our village don't want any good roads boosting."

"That's the reason it's a village."

— Build Roads Now —

If you stop on the road to make a repair or a tire change see that the car is as far as possible from the traveled portion of the road.

SENATOR BANKHEAD'S SERVICES

THE death of Senator John H. Bankhead of Alabama removed one of the strongest advocates of improved roads in this country. Flowers in tribute to his memory were sent by the American Association of State Highway Officials, which is composed of the heads of the state highway departments and of officials of the Bureau of Public Roads, United States Department of Agriculture.

Senator Bankhead, who was chairman of the senate committee on postoffices and post roads, was the author of the original Federal Aid Road Act, under which a great program of co-operative highway construction is now in progress, and he was largely responsible for the adoption of amendments providing additional appropriations under the act.

Thomas H. McDonald, chief of the Bureau of Public Roads, recalls a statement of Senator Bankhead that his first speech in congress was in advocacy of help by the Federal government in the building of good roads. The speech was made when Senator Bankhead had just entered the house of representatives, and at that time the Senator said his colleagues considered the project unbelievable.

— Build Roads Now —

Not all states have laws regulating lights on cars. It has been suggested that tourists on the Jefferson should be courteous enough to

dim their lights while passing other cars, when extra blinding rays make driving not only uncertain, but hazardous. This is only one of many little courtesies that every driver will appreciate, yourself included.

— Build Roads Now —

AUTO CAMPS INCREASING

WRITING IN THE MARCH NUMBER of *American Motorist* on the growth of motor car camping, the increasing establishment of municipal camp sites, and the mutual advantages thereof, A. L. Westgard, field representative of the A. A. A., says:

"During the past summer, the city of Walla Walla, Wash., entertained 2,791 motor car parties in the free camping grounds set aside for their use by the municipality. It is claimed that these tourists spent about fifty thousand dollars a month with the city's merchants and that forty-six parties located permanently in the city or the immediate vicinity.

"At Springerville, Arizona, 6,068 cars registered during the past season. No estimate is given as to the amount the occupants of these cars spent in the community, but it is safe to say that it was at least a hundred thousand dollars.

"The West, however, did not have a tight monopoly on this traffic of motor car campers. Along the highways of the East, in the Lake region, the Adirondack and the Catskill mountains of New York, on the hillsides and summits of the Green and White mountains of New England, the Blue Ridge of Pennsylvania and Virginia, the Appalachian mountain range as far as Georgia, yes, among the palms of Florida and on the plains of Texas, everywhere thousands of camp fires glittered nightly during the past year.

"As for the coming season all signs point to a tremendous movement of automobile tourists over the nation's highways and by-ways. This is as it should be. There is no greater antidote for ignorance than the modern automobile and because this antidote is 'easy to take' it will be generally partaken of in liberal doses, thus promoting health and pleasure at the same time that it furnishes a broad and general education."

— Build Roads Now —

THE FELLOW who is always looking for trouble never needs to have very good eyesight to find it.

— Build Roads Now —

THE FIREFLY is a careful cuss;
He never need be fined
For joy riding after dark
With no tail lights behind.

—American Motorist.

— Build Roads Now —

THERE IS NO SECRET to success; anybody can achieve it who will work hard enough for it.



For Road Building



THE foremost road commissioners say that the "Caterpillar" Tractor is the *best* road-builder's investment.

It cuts ton-mile and yard-mile costs to the bone, and insures success on all grading and dirt-moving operations. It pulls plows, scrapers, elevating graders, shapers, planers, road drags, spreaders, rollers and distributors; hauls trailers at half the cost of motor trucks; furnishes dependable power to air compressors and rock crushers; keeps road crews at work regardless of season, and saves men, teams, feed and money. Exclusively adopted by the United States Government. *Indispensable for road building and maintenance. Write us for booklet describing "Caterpillar" Tractor Performance.*



The HOLT Manufacturing Co., Inc.

Peoria, Ill.

Stockton, Cal.



"BABY CHICKS FOR SALE"

Walking past one of the Woolworth stores we were attracted by the above sign in the window. Without any thought of buying we went in just to see the chicks, because we always admired the little fluffy fowls.

But when we reached the location of the chicks we found something else to admire, for it soon developed that the chicks were there not so much to be sold as to act as a pulling advertisement for other sales. We found the chicks well back in the store and a sign displayed over them:

"20 Cents Each. Not Less Than Five Sold to Any One Person. By Order of the Humane Society."

While one had to crowd in to get to see the chicks it was quite noticeable that not one out of twenty looking at the chicks bought any of them, but it was noticeable also that a majority of those who were looking at the chicks, when they turned away, scattered through the store, and the majority of them bought something before they left the store, the sale of which was not restricted to blocks of five.

We made a mental note of what we saw, and this is the result of our cogitation:

Many who entered that store that day would not have done so but for the sign in the window, which put into action the well known propensity of people to wish to look at little chicks. After they were through looking at the chicks there were 10,000 square feet of floor space spread out before them filled with attractive things to buy—things they might not have thought of buying at all if they had not been attracted by the chicks to where they could see them.

As the general manager's business is to be practical, whether he is admiring day-old chicks, century-old mountains, rivers and lakes, or the beauties of a passing sunset, he wishes to remark that we have "baby chicks" for sale on the highways.

Whether we are telling about the grandeur of Pikes Peak, the romance of the plains, or the splendid roads of California on the Pikes Peak Ocean to Ocean Highway, or of the beauties of Minnehaha, the glory of the Evangeline county, or the fabulous fortunes made in Oklahoma oil, it simply means "baby chicks for sale," and those who are attracted to look at them see thousands of square miles of other things which they incidentally buy, and which they would never have thought of buying until they saw them spread out before them after they were through admiring our "baby chicks."

A glance through these pages will reveal one or more of our "baby chicks" sign, without which the general public would not know what else we have for sale.

— Build Roads Now —

"WELCOME INN"

By Mrs. Frederick W. Hawley.

Having returned from an automobile trip of eighteen hundred miles, and drawn some very definite conclusions from the experiences of an average traveler, it occurred to me to bring them to the readers of *The Modern Highway*. In certain parts of the country the good roads movement had made almost incredible advancement and the smoothest, easiest, cleanest riding often chanced between small villages in isolated parts of the country. It was indeed an invitation to "come again" except—and right here we found the great weakness in the villages of otherwise wondrous charm—the hotels! oh, my! Dim, dirty, unkempt, unlovely, bare of commonest necessities even, and meals correspondingly soggy, dismal, repellant. Surely a "pot of gold" is waiting someone in these towns on the highways. How I longed for a neat, clean place to wash my face and hands, a bed, cool, clean and neatly made—a simple meal, simply, daintily served! What cared I for the musty carpets, for curtains, for chromos and greasy fried meals!

Oh, why doesn't someone in each small town or on the long stretches of country road, who is wondering how to make money to buy the things she has always wanted—Maybe secure the funds for a college career for son or daughter—open a cool, inviting room or two, or three, in her home, take in these tired but respectably inclined travelers, serve them a few things, well prepared and put before them in dainty touches, and enrich her pocket book accordingly? How often I looked wistfully at the charming farm houses by the road and longed for some sign as "Welcome Inn!" I could see under spreading trees and on shady porches small ta-

bles, field daisies in the center, a pat of real butter, home-made bread, cool salads, golden corn and other harvest of the garden—coffee with real cream! A Utopian dream! But for this simple service the travelers on the highway are willing to pay.

Park College, Parkville, Missouri.

— Build Roads Now —

PUBLICITY FROM AMERICAN AUTOMOBILE ASSOCIATION, WASHINGTON, D. C.

Washington, D. C.—Before the end of 1920, and in time for next winter's southerly motor exodus, the A. A. Touring Board confidently predicts that there will be travelable north and south trunk roads extending from St. John, N. B., to Miami, Fla., and from Victoria, B. C., to San Diego, Cal. Besides these two coast highways at least two, and perhaps three other longitudinal routes will be available practically from the Dominion of Canada to the winter resorts of the South.

Between the two coasts, the Jefferson Highway, from Winnipeg to New Orleans; the Dixie Highway, from Sault St. Marie and Cincinnati to Miami; and the Mississippi Valley Highway, from Duluth to New Orleans, are all gradually being pieced together in some states by federal aid and state money, and in others through the issuing of county bonds.

These big roads, as well as the principal transcontinental highways, say the A. A. officers, should be federally built and federally maintained, as is set forth in the so-called Townsend bill, now pending in congress, and calling for action in the regular session, which began on the first day of December.

— Build Roads Now —

AN ECHO FROM SOCIABILITY RUN

The following letter was forwarded by Mayor Behrman to this office for attention. We are printing it to show the publicity value of the Sociability Run. Hundreds of such inquiries are already being made, and the highway will soon be lined with tourists:

Livonia, La., April 8, 1920.

Hon. Martin Behrman, New Orleans, La.

My Dear Mr. Behrman: I am thinking of driving to Duluth, Minn., and knowing that your good self and Governor Pleasant drove through to Canada some little time ago, I am going to ask you to give me all the information possible relative to the road, etc.

Would you advise one's family to make the trip, or is it too much for a woman and children?

Also, Mr. Mayor, about how many miles per day did you make? Can one always find good hotels along the road. Also I want to say any and all information you might give me will be highly appreciated.

With my thanks and awaiting your early reply, I am,

Very respectfully yours,

AUG. W. ROHLF.

Mr. Rohlf was sent full information about the trip, including the names of the towns having good hotels.

— Build Roads Now —

HUBBARD COUNTY, MINNESOTA

Park Rapids, Minn.

My Dear Mr. Clarkson:

We have several crews of surveyors at work on various roads in the county. Some of the road work will be done on the Jefferson Highway in the line of improving grades, curves and surface.

There is quite a sentiment in regard to removing those two bad curves six or seven miles north of town. If they are not eliminated the radius will be increased and the road widened so that the danger of head-on collision will be avoided.

Yours truly,

L. H. RICE.

— Build Roads Now —

ANOTHER EDUCATIONAL FEATURE

The Federal Highway League of Washington, D. C., has added to its many other features for the promotion of good roads an educational feature utilizing the moving picture. James W. Brooks is director of this bureau.

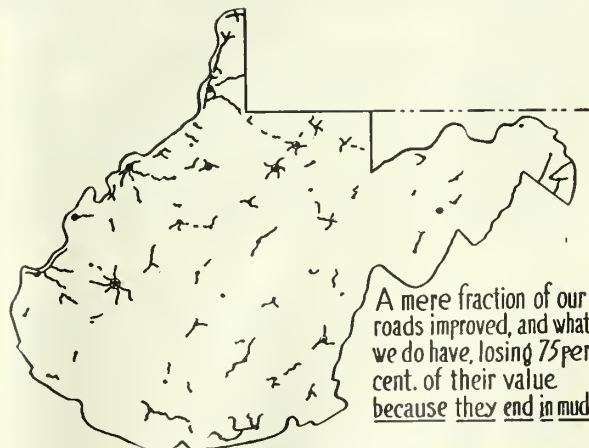
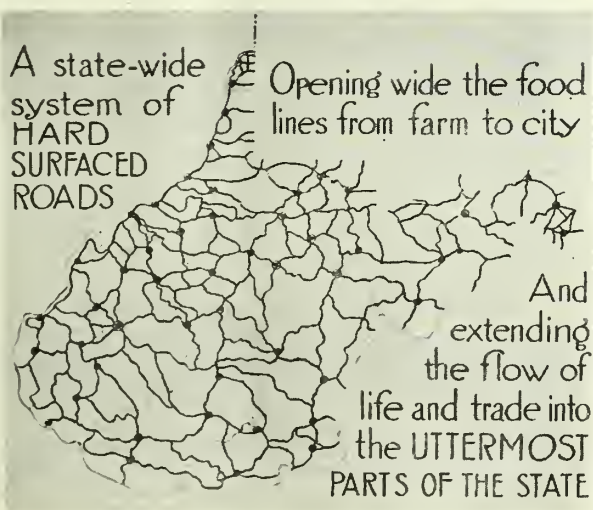
At the state-wide road meeting, held in Jefferson City in April for the purpose of launching the \$60,000,000 bond campaign, Mr. Brooks was present and showed some pictures taken in West Virginia to be used in the campaign for road bond issue in that state.



In the story told by the camera the old and the new way is shown. The ox team and prairie schooner dissolves into a picture showing a motor truck.



The young lady on horseback dissolves into a picture showing the young lady at the wheel of a touring car.



We are showing herewith four of the pictures he used. Anyone wishing this service, which is free, should address the Federal Highway League, McKim building, Washington, D. C.



S. S. Connett

WHAT WE ARE FACING

A Statement by a Farmer Touching Farming Conditions and the Necessity of Organization

By S. S. Connett.

— Build Roads Now — Build Roads Now — Build Roads Now —

[Editorial Note—Mr. Connett is living upon and operating a farm in Buchanan County, Missouri, of about 1,000 acres, upon which he was born. He is a student of community conditions and of a practical turn of mind. His views are worth consideration.]

A large part of the people living in cities are so occupied in the things immediately surrounding them that they do not grasp the situation into which we are drifting. The cities are vying with each other in city building without regard to whether the food of the nation is served. By the organization of practically every industry from capitalists to laborers, to pull for their own advantage, they have brought about a condition with which unorganized industry is unable to cope. The banker, the manufacturer, the merchant, the doctor, the lawyer and the commission man each demands his toll, and each is prepared to bring pressure to bear to force his demands. It is true there are some long visioned men that see if our nation is to stand the foundation upon which it rests it must be kept in tact, but the majority are so busy taking brick from the foundation to build up their own little section of the top wall that they do not see that they will, eventually, cause the whole structure to fall.

President Garfield at one time said: "At the head of all sciences and arts, at the head of all civilization and progress stands not militarism—the science that kills, not commerce—the art that accumulates wealth, but agriculture, the mother of all industry and the maintenance of life."

The farmer is the one upon which this "Mother of all industry and maintenance of life" rests, and in his unorganized condition he has not been holding his own. Over a large part of the southern section of the United States the farming has all been done for a number of years by the negroes. The white man owned the land and furnished the negro with what supplies he required at 100 per cent profit and what money he had to have at 20 per cent, or more, so that when the crop was raised the negro had barely a living and the land has been cropped in cotton and corn continually until the fertility is much depleted. There are desirable civic conditions, such as schools, churches, community centers, and only such roads as connect the towns. Instead of a healthy, prosperous rural population of home owners interested in maintaining these things, they have a run-down, worn-out appearance that is deplorable.

It has not reached this stage in the other sections of the country, though there are so many organizations standing between the manufacturer and the farmer, on one hand, and the consumer of his products and the farmer on the other hand, each demanding their toll so that the farmer has little left.

The man that handles and turns his product in a few days often makes a greater profit on it than the farmer who put in a whole season in producing it. Like the kaiser, who thought the world belonged to him, some of these organizations resent any attempt to escape paying them their toll, and are able to put pressure on to such an extent that the farmer cannot escape without organization.

We used to think that wheat hauled to the mill by the farmer would get the top price, but the organized grain dealers last year, in collusion with the millers, made a difference of 10 to 15 cents on the bushel. That is wheat hauled direct to the mill sold for 10 to 15 cents per bushel less than the same grade of wheat consigned through a grain dealer. We had some wheat raised in Oklahoma, and when our agent reported the price offered I suggested it would bring more shipped to market, but he replied he could not get it shipped without belonging to the association, as it controlled the cars. Also, the members of the association divide the territory in these outlying districts, and the indi-

vidual farmer is compelled to take what the buyer in that district offers. A similar system is employed in selling the things the farmer buys, and his only chance of escape is to organize and fight fire with fire. Otherwise the drift of farmers to the towns that has been going on for a number of years past and now threatens to undermine the national welfare will eventually bring the whole structure down. I think General Wood has an excellent article in the Metropolitan magazine for April on the "American Farmer."

Again, the farmer must organize for legislative protection. In the early days of the settlement of this country the dominating interest was agriculture, and everybody took an interest in its development. Therefore there was no special need to look after legislation in the farmer's interest. Land was plenty and cheap, also labor, and our people lived the simple life, without thought of any country being able to import farm products into this country in competition. The thought was to encourage manufacturing to compete with the European manufacturers. Hence the tariff bills have always been made with that end in view, but the war has reversed the situation. It is not probable that Europe will be able to compete with our manufacturers under existing conditions, but India, Australia and South America, who were not so much affected by the war, will be able to compete with the American farmer, and he will need a strong organization to see that he is properly represented in future tariff legislation. It will be of interest to all to see that farming is on a prosperous basis, that the foundation is not weakened to build on the top of the building, but the common run of city people do not realize it, and most of them think the farmer is rolling in wealth.

About 60 per cent of the population now lives in the towns, and there will be a constant need to watch legislation in both state and nation. The Nolan bill, recently introduced in congress, which provides for a government tax of 1 per cent on all real estate holdings above \$10,000 valuation, is a sample. I suppose this is based on the idea that smaller holdings of land will make for greater production, whereas statistics show that economical production can only be accomplished in large enough tracts to justify investment in machinery and spreading the living cost of the producer over a reasonable number of acres. About 640 acres is considered the right size farm for the most economical production.

Also, the farmers must organize to speak for themselves, to prevent other designing persons from forming skeleton organizations and speaking in the name of organized farmers. The Farm Bureau is a practical and comprehensive plan to unite the farmers of the whole country for the protection of themselves and the betterment of the whole nation, and I believe will do much to steady the boat in these stormy times.

— Build Roads Now —

HALF-MILLION DOLLAR ROAD JOB

By unanimous vote of the county court of Buchanan County, Missouri, the contract for paving the St. Joseph-Faucett road was awarded to the Metropolitan Paving Company, whose bid, \$464,205.54, was the lowest offered.

The work will be started within ten days. The road is 10.7 miles in length, and the contract is the largest yet awarded in the county for a hard-surfaced road. The county will pay half of the cost. The state and federal government will pay a fourth each.

JEFFERSON HIGHWAY ASSESSMENT DISTRICTS

A Considerable Mileage to be Constructed in North Missouri by the Benefit Assessment Special Road District Plan

— Build Roads Now — — Build Roads Now — — Build Roads Now —

Failing to provide bonds for financing the construction of the Jefferson Highway a number of counties and townships in north Missouri have organized, or are now in the process of organizing benefit assessment special road districts for the purpose of proceeding with the road improvements.

Beginning at the Iowa-Missouri state line and extending to the north line of Bethany township, Harrison County, a road district over twenty-two miles in length and varying from three to four miles wide has been organized. This district is known as the "J. H. Special Road District." It contains nearly 50,000 acres of land. The district now has a request filed with the State Highway Board for federal aid in the construction of over twenty-two miles of the highway.

Through Bethany and White Oak townships, in Harrison County, the highway extends a distance of approximately fifteen miles. Money has been provided by bonds to do the grading and bridging, and a special road district is to be formed for the purpose of completing the paving work.

Through Gentry County, extending from the Harrison County line, near New Hampton, through Albany and Stanberry to the DeKalb County line, near King City, a distance of about thirty-three miles, the construction of the Highway has been provided for, at least for the most part, by township bonds, and the work is to be done in four distinct federal aid projects. It is expected that the grading and bridging work will be completed this year.

From King City to the Buchanan County line along the present route of the Jefferson Highway through DeKalb and Andrew counties there has been little disposition on the part of the people along the route to form a road district or in any other way finance the construction. But along the north and south road or the "Southwest Trail," in DeKalb County, running from King City to Bayfield through Orchid, Oak and Clarksdale the people are very enthusiastic about the formation of a road district, and will probably complete such an organization soon. This, with the east and west road through Buchanan County, which that county now has the money to construct, will furnish an outlet for the Jefferson Highway traffic to and from St. Joseph until such time as the route through Andrew County and Union Star, in DeKalb County, may be financed and constructed.

In Buchanan County, from St. Joseph to Faucett, a distance of 10.7 miles, a contract has been awarded for the construction of that part of the highway. The construction is to afford a concrete pavement eighteen feet in width. It is expected to have this much road completed and open for travel within the next eighteen months.

Through Platte County to a point on the Clay County line, near North Kansas City, a distance of about thirty-three miles, the grading and bridging and part of the paving of the highway is provided for in three separate projects. These include an immense fill and large bridges over the Platte River valley near Platte City to make the highway proof against flood menace at all times. It is expected to do a part of the work this year.

Platte City to a point about 3.5 miles north of Parkville, a distance of 13.5 miles, the grading and bridging work is provided for in a federal aid project, in which federal aid pays one-half the cost and the "Platte City Special Road District" pays one-half the cost. The work will probably be completed soon.

Through the "Parkville Benefit Assessment Special Road District," a distance of about 8.5 miles, a federal aid project is now provided for. The proposed pavement is to be of brick eighteen feet wide. The project is about ready to be passed upon by the Platte County Court, and if the work is ordered by them to proceed it is hoped that a large part of the construction may be done this year. The Parkville district are the pioneers in an attempt to construct a large and expensive project by the benefit assessment method, and the proceedings of the district are being watched with a great

deal of interest by all parts of the state. Attorney George W. Day, whose home is in Platte County, near Parkville, is secretary and legal adviser for the commissioners of the district. He has not only made a careful study of the benefit assessment plan, but has shown intense interest in the project now being prepared. He is held to be as well, if not the best informed, on the benefit assessment road district plan of any man in Missouri. The success of this first large undertaking of the kind will be due very largely to his painstaking and tireless efforts in its behalf.

Thus it may be gathered from the above that the road district plan for road building is to be largely employed along the Jefferson Highway, and meeting with success there it is expected will make it an universal favorite for the improvement of thousands of miles of our highways.

HALE D. JUDSON,
Engineer for St. Joseph and Buchanan County Good Roads Association.

— Build Roads Now —

ST. JOSEPH AUTO CLUB

The Auto Club bunch at St. Joseph started out to form a Thousand Member Auto Club in a three days' drive.

They did not quite reach their objective, but topped the nine hundred mark, with some to spare.

Their intentions were reported to the American Automobile Association with an inquiry as to whether a Thousand Member Auto Club would be a record for a town of the size of St. Joseph and received the following:

Dear Clarkson:

Don't know as anyone ever made a compilation of automobile club memberships in connection with population. I should say that the St. Joseph record was a mighty good one, especially if the figures you give are from the recent census.

It is a nice thing to say that you have a thousand members. It sounds more than 999.

Congratulations upon the good work.

Yours sincerely,

A. G. BATCHELDER.

While the drive is over it is scarcely necessary to say that it is the intention to make the Auto Club a Thousand Member Club.

— Build Roads Now —

MANY NEW CARS BEING DRIVEN THROUGH

C. R. Augustine and party of Eldorado, Kansas, driving six Essex and two Hudson cars through from Detroit, Michigan, to Eldorado, Kansas, called at headquarters as he passed through St. Joseph, April 17.

He traveled Dixie Highway to Indianapolis and Pikes Peak from Indianapolis to St. Joseph. He reported the Pike's Peak Highway in good condition and well marked, especially right and left turns, and mileage and name of towns placed several miles before you came to the town.

Left St. Joseph on Southwest Trail for Topeka, Kansas. He reported another party coming over same route on their way to Salina, Kansas, also driving new cars through.

— Build Roads Now —

SPORT ON THE JEFFERSON HIGHWAY

Osawatomie, Kas.—The prize fish catch of the season and an event that has caused the residents of Osawatomie to get out their fishing tackle was made by Miss Leota Blackmer, the 15-year-old daughter of Elmer Blackmer. She landed a 55-pound catfish with an ordinary hook and line while fishing in the Marias des Cygnes River, two miles west of Osawatomie, the other day.

— Build Roads Now —

With the car owning public in the mood for touring—and touring as never before—1920 LOOKS LIKE A BANNER YEAR FOR MOTOR TRAVEL. Get Ready.

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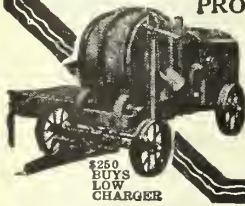
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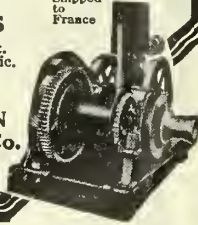
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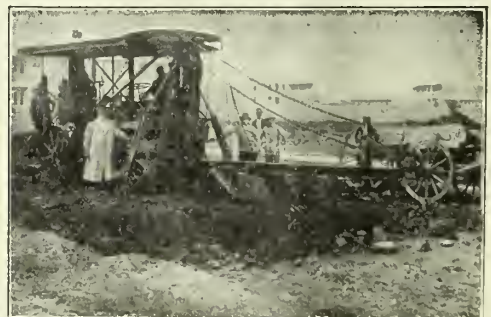
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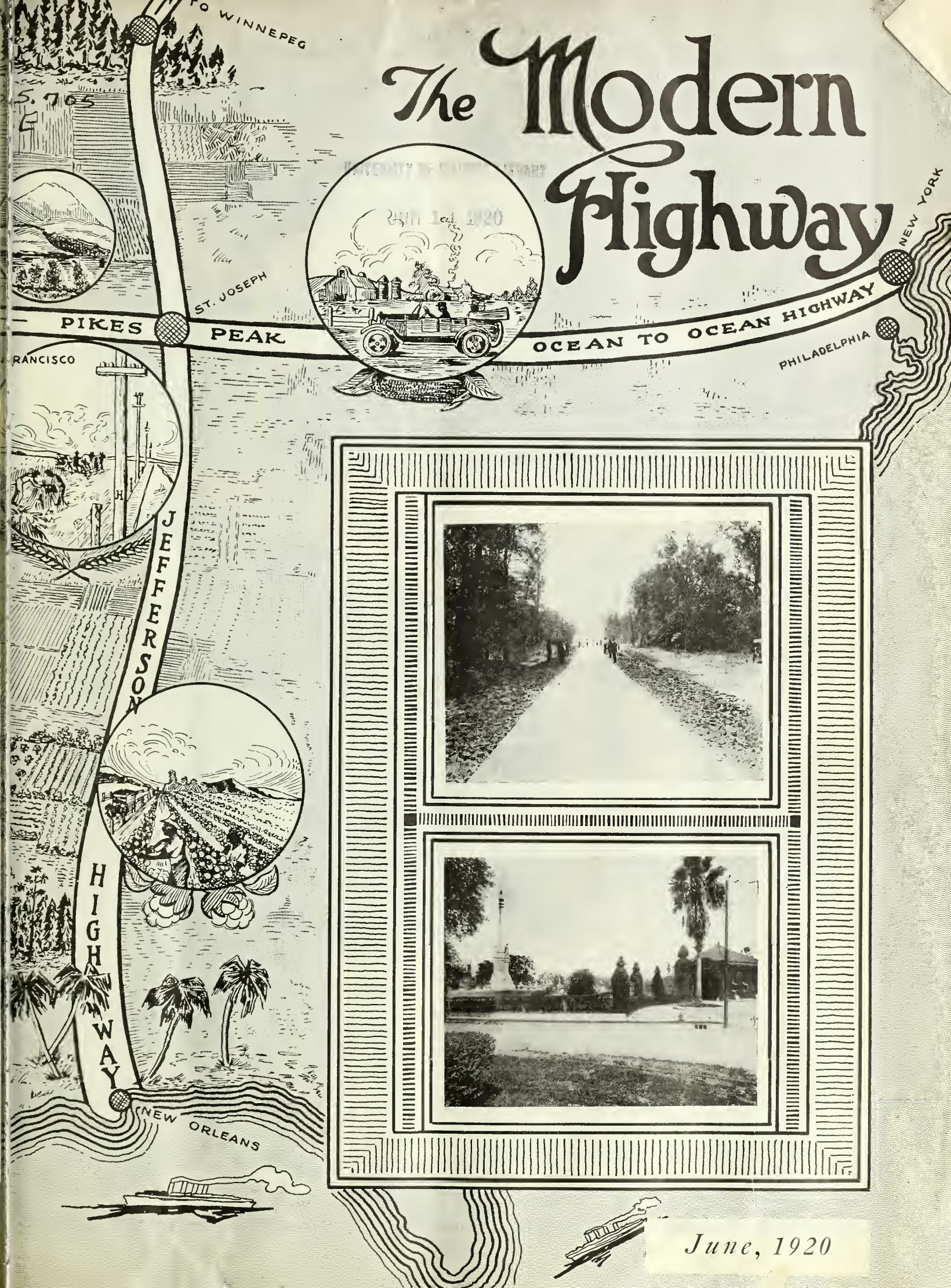
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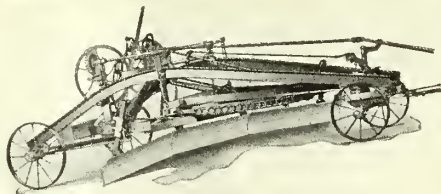
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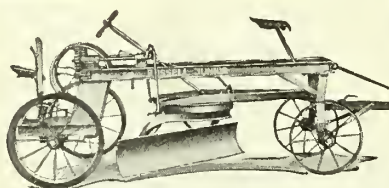
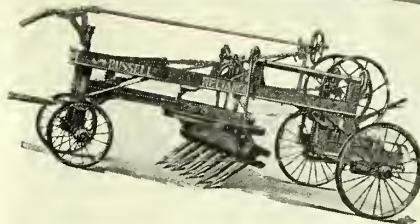


June, 1920

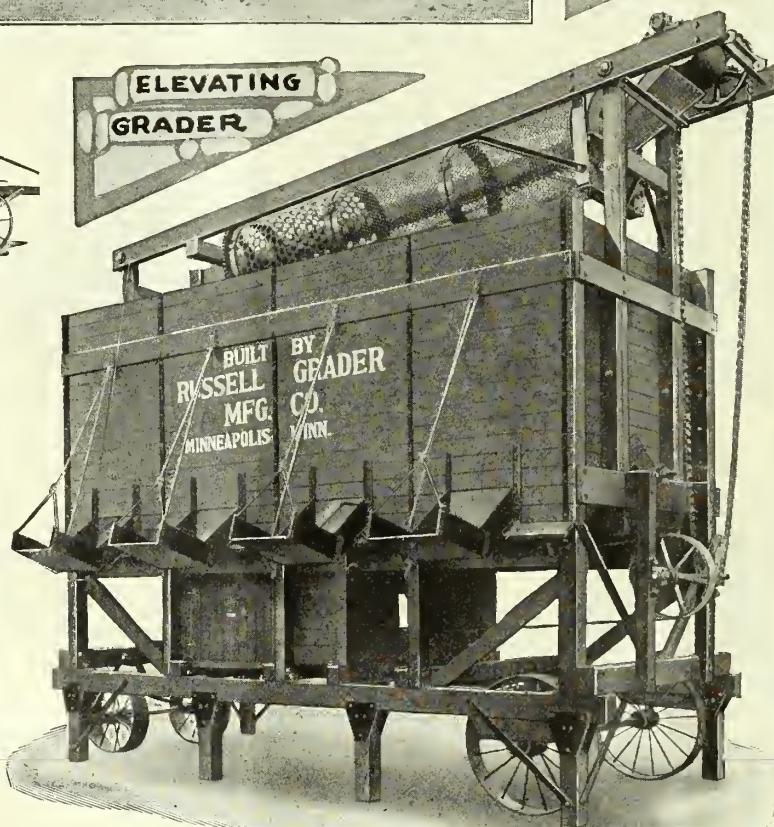
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Formerly "Jefferson Highway Declaration"

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TESTIMONY BEFORE THE SENATE COMMITTEE

As to the Merits of the Townsend Bill Providing for a National Highway System

— Build Roads Now — Build Roads Now — Build Roads Now —

The general manager was called to Washington the second week in May to appear before the senate committee on highways, which was taking testimony as to the merits of the principles of the Townsend Bill, which has for its purpose the construction and maintenance by the federal government, of a system of national highways by means of a commission of five, endowed with supreme authority as to location and type of construction of the roads.

A drag net of inquiry was being cast seemingly covering all representative localities and representative interests. Arriving the day before the time set for his hearing the general manager had an opportunity of hearing some of the testimony of others on this most important subject. The chief witness at this session of the hearing was a well-informed and able representative of the motor industries. Some of the facts to which he testified as to magnitude and national utility of the motor industry were fairly astonishing, and inasmuch as there was no attempt on the part of any of the committee present, some of whom are not specially enamored with the purposes of the Townsend bill to question or modify his statements, they may be accepted as fairly correct and representative, to be modified only by a mobilization of other facts which enter into our complex twentieth century community life and activities. There seemed to be some disposition to minimize the motor facts and their bearing on the subject of federal construction of a national system of highways, because the motor business was and is being conducted for private profit.

But for decades it has been accepted as a fundamental truth that he who makes two blades of grass to grow where one grew before is a benefactor of mankind, though he did sell at a profit when he could. As a logical sequence may it not be accepted as an equally fundamental truth that he who makes possible to transport two blades of grass, or the equivalent in foodstuffs to the consumer where but one was trans-

ported before, is equally a benefactor of mankind, though he may do it at a profit while he can?

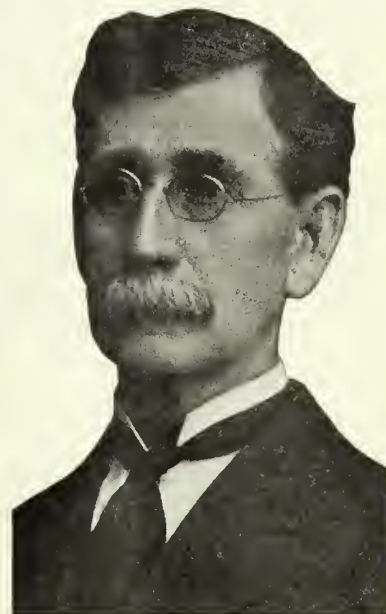
The senate committee seems to welcome in the examinations or hearings not only facts, but opinions and arguments, with the purpose of forming conclusions on the state of the public mind on the momentous subject under consideration. Hence witnesses were permitted to wander far afield in their examinations if there seemed to be any chance of there being any pertinent facts, opinions or arguments at the end of the trail.

When the general manager was called to the stand, at the beginning of the afternoon session, practically the whole of which was taken up with his testimony, he was asked to state his name, place of residence and business. This was not only for the purpose of identification, but also for the purpose of exposing any personal bias or selfish viewpoint that attaches to all testimony on such subjects by reason of local or sectional interests, a restricted experience or personal environment. The examination then proceeded somewhat as follows:

The Witness: My name is J. D. Clarkson. I am the general manager of The Jefferson Highway, an international enterprise extending from New Orleans to Winnipeg, Canada, and of the Pikes Peak Ocean-to-Ocean Highway, a nation wide enterprise extending from New York and Philadelphia to San Francisco, and my headquarters are at St. Joseph, Mo., where the two highways cross.

Perhaps it may not be out of place for me to preface what I may have to say with a statement of why I am here and why our associations are interested in these hearings, because I am here in a representative capacity.

Senator Townsend: That is just what I and the other senators on this committee would like to hear. We have been receiving numerous letters from highway associations over the country, but you are the only representative of any of these associations to appear before us.



J. D. CLARKSON,
Manager Jefferson Highway and Pikes Peak Highway.

Mr. Clarkson: I am entirely willing to give such information as I may possess. However, our organizations are unique in form of organization and aims, a knowledge of which might not fully define the organizations and aims of others that are known as highways under various names. The great Lincoln Highway, it is said, was organized as an object road, and I can bear witness that it has been remarkably successful in performing that function. Others were impelled by other motives, ranging from the desire to commemorate some historical event or character to the desire to attract tourist travel to some favored summer or winter resort, with the basic purpose of promoting the building of better roads to accomplish that purpose.

In the case of the Jefferson the desire was to commemorate that great historical event which practically doubled the area of the nation—The Louisiana Purchase—and to honor the man mostly responsible for it—Thomas Jefferson. Also to promote international comity with Canada. In the case of the Pikes Peak Ocean to Ocean Highway the name itself is a symbol of its practical purpose—to induce our people to "See America First," by suggesting in its name that we have mountain scenery as well as a wealth of territory, bounded only by the two great oceans. That there are selfish interests underlying these enterprises need not be denied they are the motive power of all human actions.

Specifically answering your question, we were attracted to this hearing because when copies of the original draft of the so-called Townsend Bill reached us we were vastly pleased to learn that the senate branch of the federal government had a measure under consideration which, in effect, was proposing to do by federal initiative, and at federal expense, what we had been attempting for four years to do by personal initiative and personal expense.

Senator Townsend: Are your people informed as to the provisions of the bill?

Mr. Clarkson: Not as fully as might be desired, but they have a working knowledge of its provisions. Much attention has been given to its consideration in the pages of our monthly magazine, *The Modern Highway*. They have been discussed also at four of our state meetings, viz., in Minnesota, Louisiana, Missouri and Illinois, and at two of our international and one of our national meetings, at each of which action was taken favoring the principles involved in the Townsend Bill. At only one of these, the one in Louisiana, was there any expressions adverse to the measure, but when it came to a vote it was largely in favor of the measure.

The unfavorable expressions in the Louisiana state meeting were based largely on the impression that federal aid was to be immediately discontinued if the Townsend bill became a law—which is clearly a wrong impression—the bill specifically provides for the continuance of the federal aid.

Senator Townsend: What is your opinion as to continuing federal aid and also putting into effect a national highway construction program? Is it likely that congress will feel justified in supporting the dual systems?

Mr. Clarkson: I do not regard these systems as dual. In my judgment the process will be more in the nature of an evolution from a lower to a higher form of organization. It would be just as reasonable to call the development of a cornstalk, or of a tree, a dual system. In the case of the cornstalk the first leaves appear, then others, and finally the stalk develops with the tassel and ear, but in the process the lower leaves are sloughed off, after performing their function. It is the same in the case of the tree. The branches, which seem to form the most of the structure in its five-year-old form, have all been sloughed off in its twenty-five-year-old form, except the central or principal branch, which continued in its development. The analogy is so manifest that it need not be pressed further.

When federal aid has performed its function it will undoubtedly be sloughed off, and by natural evolution federal highway construction be continued. There would seem to be neither wisdom nor necessity in immediately terminating the one in order to start the other. Nature does not act that way in the evolution of its principles of growth.

Senator Townsend: There seems to be an impression in some quarters that a certain amount of federal aid is being wasted. Have you any statements that you wish to make on that subject?

Mr. Clarkson: I am not in sympathy with the idea that a lot of federal aid money has been wasted or will be wasted, even though no road can be found at the present time where the money was expended, which expression will be accepted, no doubt, as the most extreme premises that could be set up.

If my memory serves me right, during the pendency of the federal aid measure in congress it was frankly stated by its friends that it would be largely educational in its practical workings, hence in any reasonable system of accounting a large portion of the fund must be charged to education and the residue to construction account. For all the millions of dollars that may not be found in the construction account, and hence may be classed as lost by some I will ask for credit on education account of but one item—the value of the organized state highway departments to the nation, which have come into existence since the passage of the federal aid act, and by reason of it, and that would not have been formed but for it.

Senator Townsend: Do you believe congress would be justified in going into the business of building roads for the states?

Mr. Clarkson: No—no more than it would be justified in building a navy for any state. I do not understand, however, that the Townsend Bill proposes the building of roads for the states, but is looking to the building of highways for the nation, through the states, for military, commercial and national uses, which is quite a different proposition.

Senator Townsend: In what practical ways would the passage of this bill serve the cause of better roads throughout the nation?

Mr. Clarkson: Leaving out entirely the money involved our experience teaches that an overhead authority for the location of a federal highway system for interstate and national use would solve many problems at district, county and state lines which cannot be solved in any reasonable time under existing conditions, because of equality of authority as between district commissions, county commissions and state commissions.

In practice the Jefferson Highway, without any authority in law and solely by reason of the great value seen in its franchise by the various communities holding it, has been able to settle some notable cases of this kind, but we have some important state line problems that have not yet yielded, which would not be a problem to a federal highway commission with independent authority and funds.

Senator Townsend: In your opinion would the formation of a federal highway commission have a tendency to enlarge

or circumscribe the scope, importance and usefulness of the various state highway commissions?

Mr. Clarkson: It would enlarge them, because it would insure the building of 1 per cent of their state mileage in a high class manner, independent of and in addition to state revenues, locate definitely the preliminary lines of interstate highways and enable the state commissions to devote all their efforts to the state road systems, and so co-ordinate them with the larger scope of the national system—something they cannot do under present conditions.

Question: When the time comes to make appropriations for construction and maintenance of roads in the middle and western part of the United States, under the provisions of the Townsend Bill, the older and wealthier states like New Jersey and Pennsylvania, which have been engaged in road construction for some time and made fairly good progress, may object to having money derived from the resources of their states expended in the middle and far western states. Have you any views on this phase of the subject?

Answer: It will be a subject of great regret if the ghost of the state's right doctrine is to be invoked to impede the progress of such a meritorious measure as the one under consideration.

If the doctrine of state's right is to be applied to wealth and state lines are to form a zone of immunity, then lets make them immune from without, as well as from within, but before establishing this principle lets send all visitors back home. Lets appoint an auditor of our national family fund and instruct him to examine the pedigree of each dollar in value of national family wealth and send back each and every dollar in value to its proper domicile for taxation purposes.

But this question opens too broad a field to be treated satisfactorily in the short time at disposal now.

Senator Townsend: There is one more question we would like to have answered. How and by whom are your associations supported financially? By the motor car manufacturer?

Mr. Clarkson: No. Our associations are supported financially by membership fees for overhead expenses. Under our present organization no member has paid for over two years to exceed the sum of five dollars a year. This makes each of our associations a peoples organization. Perhaps I can offer no more conclusive evidence of this than the checks received within the last two weeks in payment of the second installment of membership dues.

(At this point in the proceedings a string of checks for \$5.00 each, some hundred feet in length, was displayed and examined with interest by the committee).

Funds for road construction are secured in various ways, by private subscription, by district bonds, by county bonds, and, in some of our states, by state bonds. By these means we have succeeded in constructing 55 per cent of one of our highways with gravel surface or better.

This closed the hearing for the present.

ONE BY ONE THEY FALL IN LINE

The Country Weekly and Small Town Papers Have Done Their Part and Now the National Magazines Are Falling in Line

— Build Roads Now — Build Roads Now — Build Roads Now —

(Editorial in Ladies' Home Journal).

County roads and state highways are vital to easy transportation, and transportation is vital to a host of things—to farming and mining, to foresting and manufacture, to marketing, to education, to churchgoing, to necessary recreation, to social contact, to civilization. But these roads will never take form until they are assured entry into national highways any more than the blood vessels can function without the great arteries and veins which feed and drain them, than the muscles can function without a sturdy skeleton on which to work.

The arteries of transportation, the skeleton to which the state and county roads, like muscles, are pinioned, are

the national highways, as yet only half-heartedly devised. The local roads will never exist in satisfactory form until the Federal network is constructed. It ought to exist in rock ballast and smooth surfacing instead of ink and paper.

We want cheaper products. Why not get them by developing local as well as long-haul transportation? We want our children to get the best schooling. Why hamper them by making communication difficult? We want contact with the next town. Why not get it by building it instead of sighing for it? All the valor and wealth and devotion of the allied armies would have been impotent had it not been for the great routes nationales of France and the departmental and communal roads which interlace them. We talk of preparedness against

attack. All the troops we raise and train and equip will be futile unless in addition to our railroads we have highways to transport men and material.

If we had faith in political pledges we would be thrilled by promises of good roads legislation in party platforms, for we will have some framed at next month's conventions just as in conventions of the past. How about forcing action by the congressman you have already elected?

It is poor economy to pinch pennies and squander dollars. It will be good economy if we compel the nation to go ahead promptly with national highways. The states and counties will follow soon enough. Get your own congressman busy now.

— Build Roads Now — Build Roads Now — Build Roads Now —

VARIOUS TYPES OF ROADS NEEDED

Washington, D. C.—“The unanimous decision reached at the recent meeting of the American Road Builders' Association against the adoption of an exclusive type of foundation for trunk line highways, augurs well for the common-sense treatment of our highway problems,” comments George C. Diehl, county engineer of Erie County, N. Y., and chairman both of the A. A. A. Good Roads Board and of the good roads committee of the New York State Motor Federation. “This action was that of men having practical knowledge of road-building matters and took into account the fact that local conditions involving the availability of material, the character of the soil, the drainage facilities, and other governing factors might dictate in one case a wholly different type of foundation from that

which would be found suitable in another case. In the discussion numerous examples were cited of roads constructed on telford, macadam, cement concrete and asphaltic concrete foundations, which had stood unharmed the severest tests of modern day traffic.

“The larger question which this discussion emphasized is that with our 2,500,000 odd miles of roads, our 3,000,000 square miles of area and our 105,000,000 population we must utilize every means of making our highway systems serve the most tonnage, the greatest number of people, and the largest possible number of needs. We must build some highways wider and some thicker than others. Whenever possible we must use local material and conserve every dollar's worth of improvements already made, and we must avoid jumping

at conclusions based upon new and plausible theories as contrasted with fully ascertained facts.

“Twenty per cent of our highways, or 500,000 miles at \$40,000 per mile, the cost of many present day state roads, would aggregate \$20,000,000,000 at the first cost.

“If, within the present, or even the next generation, we are to have a connected and well-developed system of highways, aggregating one-fifth of the total mileage, it is perfectly plain that a large percentage must be built of less expensive types, but every one of the standard proven types has its place in the completed system.

“There is no wholesale method of determining types, materials of construction, cross-sections, etc., but every single section must be designed to meet its own particular needs.”

— Build Roads Now — Build Roads Now — Build Roads Now —

RAILROAD STATION MAY BE GARAGE

“That the railroad station of the future may be either entirely a garage or that it will contain a space set aside for motor truck trains” was a statement made by W. E. Symons, railroad expert, at a meeting of the New York Railroad Club.

Discussing the suggestion that the time was at hand when the railroads should seriously consider the policy of short line feeders for motor truck transportation, where the former has been conducted at a loss in the past, Mr. Symons said:

“It is well known that on branch lines, particularly at the extreme end of the branch line, the railroad company is

usually required to spend a great deal of money for a passenger station, freight depot, roundhouse, yards, turn-table, water tank and other terminal facilities, expenses which as a rule are far in excess of what the volume of business would warrant. Local pride prompts the citizens to request or demand that the buildings be of a character that will conform to the general style of architecture in the town, and, as a rule, they are much larger than should be required for the volume of business handled.

“By the use of motor trucks the terminal facilities would practically consist of what might be called a garage for the motor trucks with a very limited amount

of labor employed. This would consist of a mechanic or two. The depot facilities could be very limited, as it could be easily arranged within a reasonable radius of the center of the town to deliver passengers carried to their homes, possibly providing a slight extra charge where their residence or point of delivery was some considerable distance from the station.

“This would also be true with respect to freight which could be on the basis of warehouse door delivery, which would materially reduce the expenses on the part of the transportation company and give the patrons much better service.”



CAMPING IN NATIONAL PARKS

News comes from Livingston, Mont., the northern entrance to the Yellowstone National Park, indicating that many improvements are being made in the park for the benefit of automobile tourists, and especially for those who carry camping equipment. These improvements are to be completed in time for the opening of the 1920 season. It is estimated that there will be over 100,000 admissions to the park during the 1920 season, and that approximately 75,000 of these will arrive by automobile, of which 50,000 will carry their own camping equipment.

When the park opens, June 15, fifty camping places with all necessary conveniences will be ready and will be kept in perfect condition during the season. A great lodge for the accommodation of the automobile tourists is being erected at Yellowstone Lake. The building is of fir timbers with immense timber pillars supporting an artistic Swiss roof.

Last season thousands of automobile campers enjoyed outdoor life in all the national parks and forests, while all along the main long distance routes of the country camping parties were nightly in evidence, either by the wayside or in excellent camping grounds, which western communities, with open hospitality, provided free.

Automobilists who carry their camping equipment are not confined to the West, for there are many motorists who now camp during the summer in New England, in the Adirondacks, in the Catskills, and along the Appalachian range, from Pennsylvania to Georgia, while during the winter a large percentage of the migratory class of motorists camp along the route to Florida, and even after arriving there.

A FARMER AND HIS TRAFFIC

When the student of the future of the motor truck industry thinks of the potential truck buyers, and more especially of that class to which the motor truck will be an absolute necessity, a large proportion of his thoughts turn to the needs of the farmers. In the old days to hear a manufacturer speak of the "needs" of anyone was to laugh. In these modern days a product that is not manufactured because of a need is speedily designed for the scrap heap of commerce.

The potential farm truck market is estimated at 1,733,500. The number of farmer-owned motor trucks in 1919 is estimated at 90,000, leaving a balance of 1,643,500 motor trucks to be sold to farmers, and farmers alone, in the future. That "it sounds impossible," to those who understand, is not the large number of motor trucks to be marketed, but the fact that many of these farmers have not yet discovered that they need a motor truck or, more especially, why they need one.

The average cost per ton per mile for hauling by means of wagons in the United States is 34 cents. The cost for the same load, over the same road, under the same conditions, or even under worse conditions via motor truck, is 16 cents—less than one-half as much. This fact alone is worthy of an investigation by the farmer to see whether or not he can use a truck profitably. But there are other reasons why a farmer should own and operate a motor truck.

The saving in time between his home and the market saves a truck-owning farmer money by keeping his stock shrinkage down to the minimum and makes money for him by allowing him to raise perishable fruits and vegetables and to market them successfully.

Everyday uses like these prove conclusively the value of the motor truck. Convenience and comfort follow in the wake of the motor truck and the life of the farmer owning and operating one is made much easier and happier than ever before.

— Build Roads Now —

SPEEDY MOTOR TO CATCH ILLEGAL FISHERS

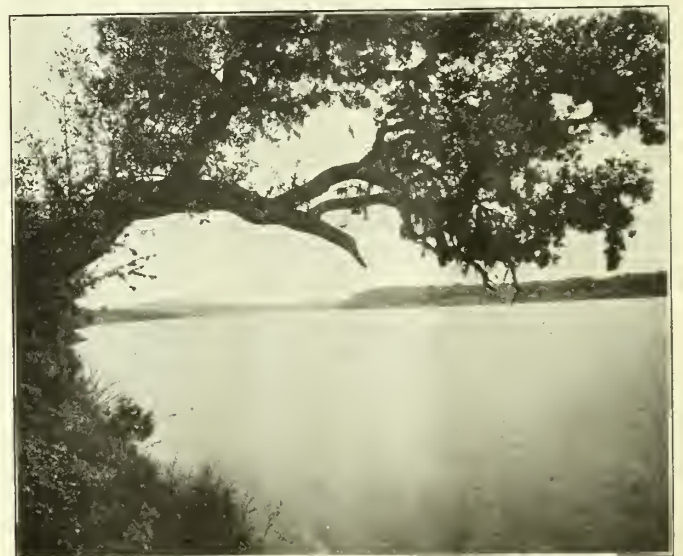
Poachers in the Lake of the Woods and the Rainey River will have to hustle to escape game wardens in the future.

Carlos Avery, state game and fish commissioner, recently announced that the department has purchased two high speed motor boats for use of the agents of the commission in preventing illegal fishing in these waters.

Mr. Avery said that on the Canadian side high power motor boats have been used for some time—the result has been that illegal fishing has been more or less successful on the American side because the boats used by the Minnesota department were too slow.

The boats will be located at Warroad and International Falls.

— Build Roads Now —





DOES THE AUTO BRING PEOPLE TO CHURCH?

In years past many and many a pastor hurled anathemas against the automobile on the ground that the lure of Sunday touring was taking folk away from church.

As a matter of fact, as nearly every divine will today attest, the automobile is doing more, perhaps, than any one other factor in our complicated civilization to bring folk to attend Sunday service, especially out on the countryside.

There, until the car came, Dobbin was used Monday, Tuesday Wednesday, and so on, in the fields about the farm. Come Sunday, and he must rest; and, if the weather were warm or mud lay deep, or ice meant a hard pull, folk would stay home, to spare the horse for the next working day.

So, too, in stinging cold, or else in broiling heat, many a family thought of the horse—exposed to the elements outside the church, while service was on—

and hurried themselves away before devotions were really over.

Others, again, would save the tired steed for an afternoon's visiting or drive, and so dispensed with church.

Now, however, the tireless car stands ready when you will and where; it never grows restive while you wait; it minds neither excessive heat nor cold, and it's no trick at all, come the Sunday morn, to step aboard, touch self-starter, or crank a turn or so, and then off and away to church!

— Build Roads Now — Build Roads Now — Build Roads Now —

HUMP CROSSWALKS NO LONGER POPULAR

Several years ago, when village officials were up against it in the way of having the ordinance enforced in regard to driving automobiles too fast, authorities decided that an efficient manner of stopping the speed artists would be to construct crosswalks at stated intervals with such "humps" that no one would care to drive a car over them very fast. When these crosswalks were completed automobiles were not so numerous as they are at the present time and the owners of cars were in the minority, thus affording considerable amusement

for those not possessing a car by standing and watching the autoists get "bumped."

But in the meantime there has been such an increase in the number of automobiles that pass through the villages every day that the one-time joke has long ceased to be funny and the elevated crossings are considered somewhat dangerous. The walks and the approaches have worked out in such a way as to give the occupants of an automobile a greater shaking up when the machine is running slowly than is the case when

the car is moving along rapidly. Hence, automobile drivers hurry up their cars when they reach the crosswalks and thereby make it more dangerous for pedestrians than ever.

There is a general sentiment among village residents that the time has come when the village trustees should make some arrangements to remove the "hump," and then if the autoists persist in driving their machines in contradiction to the ordinances have them arrested and fined for their misdoings.

— Build Roads Now — Build Roads Now — Build Roads Now —

CHURCHES GET GOOD ROADS SUNDAY CALLS

Issuing a call for the observance of Good Roads Sunday, in connection with National Ship by Truck—Good Roads Week, the committee in charge of arrangements addressed a letter to clergymen of every denomination inviting their attention to the "relation between good roads and right living and good roads and Christian progress."

Stressing the point that the early construction of better highways will prove

one of the quickest means of facilitating production, the call says:

"The purpose is to fix in the heart of citizens the conviction that the next step to be taken for the welfare of the community, the nation and the world is immediately to improve the highways and to inaugurate measures whereby every mile of roadbed in the United

States may be hard surfaced as soon as the combined forces of counties, states and the federal government can secure this result."

Calling attention to the urgent need of increased transportation facilities, the call continues:

"The waterways and railways can no longer handle the volume of traffic that must be moved."

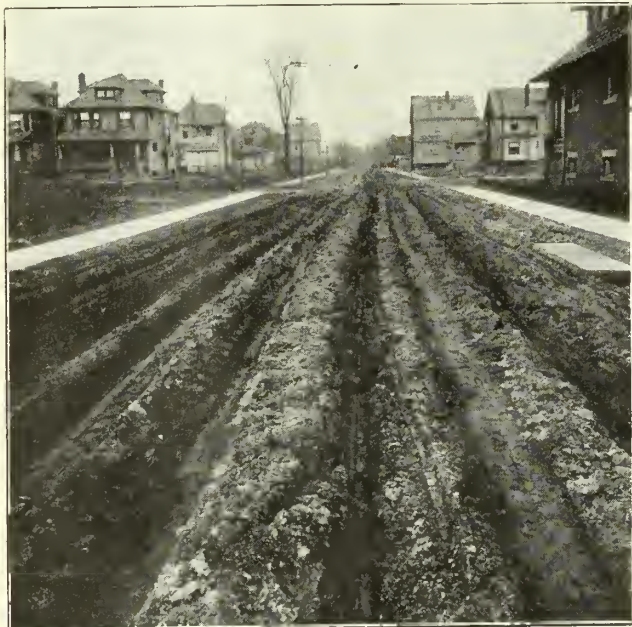
BAD ROADS COST MORE THAN GOOD ONES

A Strong Argument for Better Highways

— Build Roads Now —

— Build Roads Now —

— Build Roads Now —



GOOD ROADS ARE ESSENTIAL

Never before has there been such a need for good roads. The problem of getting country produce from the farm gate to the city table, and manufactured goods from the mills to the farms, is becoming more serious each year. With the development of the motor truck the gap between producer and consumer is shortened—if we have good roads. Good roads every day in the year mean that farmers get a bigger share of the proceeds from what they raise, because not so much of their produce is spent in the marketing.

Farm produce is so burdened by transportation that we can hardly expect anything but a low price at the farm and a high one at the city end of the road. The problem of raising crops has been pretty well solved. We have yet to solve the one of distribution. Its solution depends almost entirely on good roads from farms to markets.

A great sum of money has been set apart for road building. The thing to do is to see that we get all the roads the money will build—make every dollar count. Roads that last are the only kind that will do. Better a mile of permanent road than ten of makeshift construction that will need to be remade in a year or two.

Every farmer should feel his dependence upon good roads. Whether or not one lives on a public highway he should take an interest in the nearest one to his farm or the road he must use to market his farm, orchard and garden products.

There are many times when a day's work can be spared on the road. After heavy rains the road may need certain repairs or improvements when the over-

One evening last March I was sitting in the waiting-room of a little station in eastern Iowa. The door opened and a man came in. His clothes were covered with mud from his waist line down, and above his waist line they were almost as bad. By his dress I took him to be from the country. I said to him: "Did you have an accident coming into town?"

"Nothing more than usual," he replied "Had to get out of the buggy twice and help one of the horses up. It took me an hour to come in. And I've got to go back over those three miles with my wife as soon as the train comes."

"Why don't you have better roads?" I asked. "Can't the community afford to build them?"

"It could afford good roads better than poor ones. This same thing happens about every spring when the frost is going out, and it's impossible to haul a load. Besides, there are many other days when the load must be reduced, and when our motors are marooned by mud. If we had good roads I could save time on my hauling. I could easily save two hours a week if we had good roads instead of poor ones. That means 104 hours a year—a little more than ten days. Figuring that a man and team are worth \$6 a day, that means \$62.40 a year mud tax. My farm is assessed at \$20,000, and if the tax levy for good roads were \$1 a thousand my additional taxes would be \$20 a year. That is, for an investment of \$20 I could save \$42.40, which is 212 per cent interest. Where can you beat that for interest?"

"Then why doesn't the community make the investment if it would pay so well?" I asked.

"Because the rest of the people don't believe it, and I can't build the roads myself."

Where can you find a better argument for good roads? Nobody can object to road building if poor roads cost more than good ones. And it is clear that they do.



— Build Roads Now —

— Build Roads Now —

— Build Roads Now —

KEEP ROADS IN GOOD REPAIR

seer is not ready to call out the hands. Why not individual farmers donate a day's work on the road at such time?

By keeping a road drag and dragging the road along one's land after heavy rains the road may be greatly improved. It is an easy matter to have an agreement so each farmer will drag the road in front of his farm. This would maintain the road till the regular hands

could be called out at stated intervals, or till the commissioner could make the necessary repairs.

The time has come when we must consider the roads an asset, indispensable to the well-being of the farmer and his family. This being true, is it not every man's duty to do all he can to keep the roads in good condition? The individual as well as the county is responsible.

MOTOR TRUCKS TO THE RESCUE

Time and Money Saved in Shipping Dairy Herd by Truck.

— Build Roads Now — Build Roads Now — Build Roads Now —

(Editorial Note—Jefferson Highway Neighbors will be interested in the following account of moving cattle by truck not only because of the new manner of transportation, but also because the Jersey herd moved in this way belonged to E. J. Meredith, Secretary of Agriculture, and the founder of the Jefferson Highway.

Motor trucks have been successfully adapted to various farm usages, particularly in the last year or two, with the gradual perfection of the various makes intended for this purpose. A good motor truck of proper type and capacity could, without doubt, be used on a greater number of corn belt farms.

In the early part of April it became necessary to move the Meredith Jersey Farm herd, consisting of one hundred head of purebred Jersey cattle from the temporary location six miles south of Des Moines to the permanent location eight miles north of the city. To those in charge of the herd this presented quite a problem. Many of the fifty mature cows were heavy in milk, others were heavy with calf, and for this reason it was considered impossible to move the herd on foot. Moving them by train was equally impossible, or at least impracticable, for, under the best circumstances, it would have taken twelve to fifteen hours to move them into the city, transfer them to another line and move them out to their destination. Such a procedure would have worked a serious hardship, particularly on the cows on test, and would surely have meant a decreased flow of milk for a number of days. At least one milking would have had to have been done while the cows were on the train, and other serious consequences were sure to follow.

After studying over the problem for awhile the idea of moving the entire herd by motor truck at one time was hit upon. In order to get sufficient trucks to do the moving properly assistance was asked from the Truck Dealers' Association and the Motor Trades Bureau of the local Chamber of Commerce. The request met a ready response, and the officials of the Dealers' Association immediately volunteered to undertake the job. According-

ly, the trucks, twenty-five of them, congregated on the morning of April 2 at the home of Successful Farming, and then traveled out to the farm where the cattle were to be loaded. The stock were milked, fed and watered at the usual time in the morning, and were all ready to go when the trucks arrived at 10 o'clock. At 2:15 in the afternoon they were all safely stabled in their new quarters on the farm fourteen miles away.

The loading was very easily accomplished. A four or five foot bank, running along the roadside in front of the place facilitated this part of the work a great deal. Most of the trucks were turned crossways in the road and backed up to the bank, and the cattle were loaded from there. This was possible because the average truck extended from three to five feet back of the rear wheels and the cattle were led directly into the trucks from the ground. The loading of the entire herd was accomplished in one and a half hours' time, without the least difficulty or commotion, and the cattle took their places as quietly in the trucks as though they were simply being led into a new stall. Of course the fact that the cattle were exceptionally gentle and well broken to lead had a great deal to do with the ease with which they were both loaded and unloaded. Each grown animal was tied securely by the halter strap to her proper place in the truck, while the baby calves were turned loose in the closely slatted, high sided trucks. The bottoms of the trucks were carefully bedded down with a deep layer of clean straw, and this added to the comfort of the cattle.

When all the stock was loaded the trucks formed in line, drove into the city, stopped in front of the publishing plant and were photographed. From there the parade moved down through the principal streets of the city, thus giving the town folk an opportunity to see the fine Jersey herd, which is now supplying a considerable portion of the city's milk supply. By this means the dairy was given favorable advertising. Printed signs, placards and banners told

the story of the herd. Trucks performed their part of the work without a single mishap or hitch. Everyone of them was in place ready to start on signal, and not one was compelled to stop by the wayside. Not a thing occurred to delay the moving, and nothing happened to mar the whole affair in any way. The roads might have been a good deal better than they were, but the machines negotiated them without difficulty. The weather, too, might have been more favorable, for it was a cold, chilly day, following a snowstorm.

The cattle were moved in four hours' time, a saving of at least eight hours, and probably ten or twelve hours on the road. They were milked at the regular time in the morning, and were in the barns, rested, fed and milked at the usual time in the evening. Not a single injury to a single animal occurred during the moving, and this, of course, constitutes one of the most pleasing features of moving by the truck method. In addition to the greater convenience in transporting the stock by truck, to the prevention of injury and to all the other advantages, which resulted from this method of moving the herd, a very material saving in money occurred. The various dealers who participated in the movement kept a careful estimate of actual cost involved, and this, for the twenty-five trucks, was over one hundred dollars less than would have been paid for moving the cattle by freight and for the transporting of some of the heavier animals by wagon from the railroad near the farm.

It was a great relief to those in charge of the herd to see them all safely moved and comfortably settled in their new quarters. If it ever becomes necessary again to move any or all the Meredith Jersey Farm herd trucks will be used rather than horse-drawn vehicles, and a long haul of any reasonable length will be made by truck rather than by train.

The experience gained in moving the stock by the truck method is sufficient to demonstrate its superiority over old-time means of transportation.



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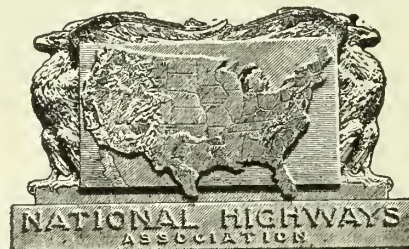
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Volume V

JUNE, 1920

Number 5



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We wish to call the attention of The Modern Highway subscribers to the fact that our advertisers are worthy of patronage.

We do not solicit or accept advertising on a charitable or philanthropic basis. Neither do we accept fake advertising. We propose to return to the advertiser every dollar he spends with us and a good fat dividend also.

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When road building machinery or materials are wanted write to our advertisers for particulars and prices, and tell them you are a Modern Highway subscriber. When an automobile, truck, tires or supplies are wanted do the same.

When traveling on the highway take the latest issue of The Modern Highway with you and stop at garages and hotels which think enough of your patronage to advertise in your paper.

Co-operation between our advertisers and our Modern Highway subscribers is a game in which everybody wins.

THE MODERN HIGHWAY.

TOURIST CAMPING GROUNDS

Splendidly Equipped Stopping Places Furnished the Motorist

— Build Roads Now — — Build Roads Now — — Build Roads Now —

Now that the tourist season is again in full swing; from all directions comes the demand that cities and towns which are on the various highways and trails shall make better preparations than heretofore for the comfort of travelers and visitors if they expect them to stop in their midst and incidentally spend time and money with them.

Even the small places are awakening to the advantage of being known as a night stop, and in many localities splendidly equipped camping grounds with all necessary conveniences for safety and comfort are being made ready.

Only within the last two years, perhaps, has it been possible for the tourist who likes to take his tent and his camping outfit when he hits the trail been able to receive much consideration when on the road.

Usually when after a long and dusty ride he has stopped in the villages along the route he has not been greeted very cordially.

He looks rather disreputable, maybe, and human nature generally judges largely by appearances.

With the enormous increase of motor travel, however, garages and auto stations have fitted up splendid rest rooms, auto clubs have furnished camping places and in many cases have caretakers, permanent ovens for cooking, and tables and chairs for the use of the guests.

Truly the camping motorist is coming into his own.

— Build Roads Now —

Chicago, Ill.

Tourists to the scores of inland lakes, the trout fishing streams and to Mackinac Island, who travel over the east Michigan pike section of the Dixie Highway this summer and who carry camping outfits with them, will find specially prepared camping grounds along the

route in northeastern Michigan awaiting them this year. The Bay City Board of Commerce led in the movement and has provided a fine camping ground at the county fair grounds. The camp site is all enclosed has plenty of shade trees, there is a care-taker on the grounds all of the time, pure water is furnished from deep wells, ovens will be provided and nothing left undone for the comfort of the camper. This camping ground is within the city limits. For those who prefer a camp site on the water front the city will offer a park on the shore of Saginaw Bay, where there is splendid bathing, which is only a mile off from the Dixie route and about three miles north of the city.

— Build Roads Now —

Eau Claire, Wis.

The city council has decided to locate a camping place in the north end of Mt. Tom Park for tourists as soon as the concrete road on Birch street is completed. This abuts immediately on the concrete road which is a part of the Chippewa road and is considered the most convenient place in the city for such a purpose. The council has been investigating various sites for this purpose, but Mt. Tom offered many advantages over all others considered.

— Build Roads Now —

Bethany, Mo.

Mrs. J. E. Noll has reported to The Modern Highway that E. H. Frisby has tendered the use of his pasture north of town on the Jefferson Highway for a camp ground for tourists, where there is plenty of space for tents, plenty of shade, and the creek close at hand for washing the cars. The only condition Mr. Frisby requires is that all parties close the gates, as there is stock in the pasture. It is suggested that it would be quite an improvement if a fence were

thrown around the camp to keep the stock away. The committee recommended the erection of tables and benches, thus making this camp ground desirable for tourists all summer. Permission was gained from property owners in the neighborhood for a supply of drinking water. There is no reason why tourists should pass through Bethany and go to another town when a camping ground is needed. The city federation thinks Bethany should be a Mecca for all tourists.

— Build Roads Now —

Wichita Falls, Texas.

A public camping ground, where automobile tourists may be accommodated without expense, may be established in or near Wichita Falls shortly. The plan will be discussed at Friday night's meeting of the business council of the chamber of commerce.

A majority of auto tourists these days prefer to carry camping equipment and make more of an outing than is possible when hotels are patronized and a number of cities have provided suitable grounds with water and other facilities. It is believed that such a camp ground here would make for much greater convenience for auto parties, particularly in view of the crowded condition of local hotels.

— Build Roads Now —

Walla Walla, Wash.

With the assistance of the city commission the Tri-State Automobile Club will spend \$2,000 in the next few weeks on Wildwood Park, Walla Walla's auto camping grounds, as a measure to get ready for the entertainment of the 150,000 automobile loads of tourists which it is estimated will pass through this city during the summer.

Such conveniences as gas plates under cover for cooking purposes, and movable tables for eating purposes are among the improvement which will be made in the park this summer.

For this purpose a "Park Day" is being planned to give all residents of the city a chance to help in the work of cleaning up the park. On this day the laborers of the city will donate their services to the cause with work on the sanitary building.



Free J. H. Camp Grounds at Davis City, Iowa.





ALL SPEED TO GOOD ROADS MOVEMENT

An Urgent Need for Greater Effort in Building Highways

— Build Roads Now — Build Roads Now — Build Roads Now —

The country is entering a period of road building. Projects which were planned during the war are being put into effect. The federal government has made large appropriations to be spent conjointly with appropriations by the various states. Good roads have become a watchword of post-war progress.

There is occasion for reflection in the fact that the greatest of ancient empires was conspicuous for its road building. The Roman roads were the railways and telegraph of an age that did not know steam and electricity. They were the pathways of the imperial couriers and the imperial legions. These roads were the girders that held the empire together. It is customary today to admire the Romans for their practical sagacity, nowhere better exemplified than in their road building.

In a manner "history repeats itself" in our newly bestirred zeal for constructing good highways. What to the Romans was a national necessity has become for us an urgent need; and this, by virtue of a modern invention—the motor car. I look for much advancement to grow out of the "motor age;" and I am certain that this advancement

will be contingent upon the attention we give to the improvement of our roads.

Those of us who have made observations for two decades have seen wondrous changes result directly from the use of the pleasure automobile. Once the city was the city, and the country was the country. Today they merge into one another. The city man knows the country as never before—is glad to have access to it and to live in it when possible. The country man knows the city and frequents it often. Small villages of yesterday have become the rural metropolis that one finds here and there, everywhere. This is all good, for it is well that a nation be knit together in the spirit of mutual understanding and in a reciprocity of advantages.

But there are better arguments for good roads than those which apply merely to the passenger car. We are told, on the authority of the government, that farmers lose \$300,000,000 yearly in marketing their crops because of bad roads. This is too much to waste. We should contemplate this figure in connection with the high cost of living.

There is no more serious problem before us today than the matter of reducing the cost of getting the products of

the farm to the table of the consumer. One step, at least, in the solution is plain—better roads.

As an instrument of economy the motor truck has not yet come into its own. Efficient servant as it is in certain restricted realms it now awaits the further development of interurban and country highways to reach the measure of its full attainment. It has power and speed that put it outside the class of the horse-drawn vehicle, and a nimbleness and flexibility which give it certain advantages over the railways. It is my expectation to see it assume more and more the function of the "short haul" as its own peculiar province; in part relieving the railways of those duties which they are least able to perform, and, in part, expanding the field of our national transportation system.

I say, therefore, all speed to the good roads movement! It will cheapen our method of distribution and help to bring the people of our country closer to each other. I commend its common sense and practical wisdom. It may be less spectacular than some of our other national issues, but it strikes deep into the roots of fundamental progress.

By J. Ogden Armour.

— Build Roads Now — Build Roads Now — Build Roads Now —

RULES FOR ROAD DRAGGING

Mr. D. H. Winslow, secretary and treasurer of the North Carolina Automobile Association, and formerly with the Highway Department of that state, sets forth some very pertinent suggestions for dragging roads in his booklet entitled, "Highway Primer." While Mr. Winslow discusses several phases of road construction and maintenance in this book, all of which are good, we take the liberty of reproducing the following for the benefit of those of our readers who have the upkeep of earth and gravel road in charge:

Drag whenever possible at all seasons of the year.

It is not wise to drag a dry road, for the loosened surface will be sucked up by the traffic; also the wind will blow it away.

Drag the road as soon after every rain as possible, but never when the mud is in such condition as to stick to the drag, or when it balls up into pasty ridges

when released by the drag toward the center of the road.

If the drag cuts too much shorten the hitch.

The best results from dragging are obtained only by repeated application.

Maintain at least a sixteen-foot roadway.

Drag occasionally the full width from ditch to insure an even surface slope for drainage.

If a dirt road is properly built the road drag will keep it in good condition.

Use a light drag.

Haul it over the road at an angle so that a small amount of earth is pushed toward the center of the road.

Drive the team at a walk.

Ride on the drag. Do not walk.

Begin at one side of the road, returning up the opposite side.

Set the drag at an angle to throw inwards towards the center until a rounded crown one-half as many inches high as

the width of the roadway in feet is built up.

Never permit a sharp peak to be formed in the center of the roadway. A trip down the center with the drag set straight will prevent this.

Reverse the drag occasionally to throw outwards and thus keep from forming an excessively high and dangerous crown.

Get the traffic to use the full width of the roadway.

Consistent dragging is the foundation stone of maintenance of earth, sand-clay and top-soil roads.

The care of culverts and bridges is an important duty.

Bridges should be kept painted.

Sign posts must be erected and maintained.

Weeds on the roadside must be cut. It saves weeding the fields later in the season.

Holes must be filled with the same material as the existing road surface.



Civic Center, Des Moines, Iowa.

NOR'EAST BY NORTH

Iowa, a Land of Prosperity and Diversified Interests

— Build Roads Now — Build Roads Now — Build Roads Now —

"Through Iowa!" That might sound tame after the Rocky Mountains. I assure you it is not. Iowa has as many surprises as any state in the Union. From the railway it seems flat. That is only because railways have a predilection for level land. Iowa has as many grades and as steep ones as the Rockies. The Jefferson Highway makes a specialty of them. Possibly there are a few it does not find, but it does its best. The last thirty-five miles south of Indianola are the longest on any map. They run about eight hills to the mile of the low gear degree of declivity. And they are correspondingly picturesque. Only sometimes you wish Iowa could sort out its scenery a little and not carry things to such an extreme that you feel like a fly trying to walk through a book by climbing up and down each separate page.

You bracket Iowa with Kansas and Nebraska. She seems younger than the ripe and genial Missouri, and she has plenty of the earmarks of history. There are picturesque sections which were settled by Englishmen of wealth in a by-

gone generation. These retain the charm of permanence. They were foundation stones laid with an eye toward future generations, planted and planned for the steady growth of English country life. There are others, such as the little town of Homestead, which are still inhabited by Mennonites. It is striking to note that the communal system of these people who brought little but willing hands to the virgin land has survived where the individual and money behind him has succumbed.

Another surprise is Iowa cities. While many a bigger town dreams of redeeming her water front from the grasp of industrial enterprise, Des Moines has kept hers unimpaired. You turn toward the business district, and there, in the very heart of her, you find a restful river flowing beneath a series of lovely bridges, between the old elms of her parks which border it on either side. And it is flanked by fine public buildings of a massiveness which give it quite a Venetian air.

Perhaps she can well afford to do

things on such a generous scale, for money is lying around loose all over the state. I say loose. I must note that it is neatly fenced. It comes in all manner of coinage from the tiny squealing brood of the Duroc-Jersey sow, who lies with her placid companions in the luxurious mud of a brook bed, to the great fat steers who accept your admiring comments with indifferent eyes. It comes in alfalfa at the south and clover at the north, and in wheat of a richer green than we saw slowly sickening on the flooded Kansas fields. For all that we had to come north many a mile, the grain seemed further headed than in either Kansas or Missouri. The blue grass was not standing to the cattle's knees, but only because the country was too well stocked for it to get a fair start, as the roadside testified.

As I lay in my blankets on a bed which the cattle had not yet cropped I saw these soft hills, their contours weathered smooth, their soil built up by aeons of eager growth, were the soil builders' completed work—a masterpiece.

JOHN BRECK.

— Build Roads Now — Build Roads Now — Build Roads Now —

WHERE SHALL WE DRIVE THIS EVENING?

The biggest drawback today, in the opinion of the writer, with the development of the rural motor express is the individualistic business operations of the farmer. Another feature is the lack of sufficient truck growing near the large centers of population.

The hundreds of thousands of motor trips taken every week, and which are now mostly for recreation purposes, can be turned to good account in a utilitarian way. But a very small percentage of these motorists never stop at a farmer's gate and return with eggs, butter, poultry, vegetables, fruits, etc. There is but one reason for this—that is, the farmer does not display his wares, and the motorist hesitates before entering a

farmer's gate, not knowing how he will be received. In other words, the lack of "getting together."

RAYMOND BECK.

— Build Roads Now —

TWO NEW BANKS ON J. H.

The Bethany Trust Company is the name of a new bank recently organized at Bethany, Mo. At the end of three months business its resources amounted to four times its capital.

The Gentry County Trust Company, organized at Stanberry by C. A. Greenlee and others, had a similar experience. In both banks Jefferson Highway boosters have a prominent part. The Jefferson Highway as a whole is well served with banking facilities.

GET SOMEWHERE

Don't be sitting 'round all day;

Get somewhere!

Make a stab at it some way;

Get somewhere!

Sameness sort of drives you mad;

Get a hobby or a fad,

Yes, and get it pretty bad,

Till you make the neighbors sad—

Get somewhere!

Don't get rooted on one spot,

Get somewhere!

Strike it rich as like as not,

Get somewhere!

At the risk of seeming blunt

Break away from use and wont,

Get a move on—do a stunt;

See what things are like in front—

Get somewhere!

THE MODERN HIGHWAY MOVEMENT

This New Force Will Bring Towns Into Their Own And Save Large Cities From Over-Centralization.

— Build Roads Now — Build Roads Now — Build Roads Now —

Last month some space was devoted to discussing St. Cloud, Minn., activity and the attempt by her Commercial Club to select an appropriate slogan.

The secretary of the club asked the question, "Do you consider this small town stuff?"

St. Cloud is vastly interested in the modern highway development because she is the gateway to the vast undeveloped region of northern Minnesota, the richness of which is yet little suspected.

Other towns and cities on the Jefferson Highway have similar interests as to territories more or less prolific with possibilities, hence the effort of any of them to attain a striking individuality by means of establishing an appropriate slogan or by means of establishing a mammoth factory, need not be open to a charge of employing small town stuff.

Before the advent of the modern highway there was no particular inducement for a town, after it had exhausted its first flush of growth, to make any special effort to use and build up its natural resources.

In a large number of cases this original growth was stimulated beyond proper and practical bounds by the advertising of the railroad interests and the activity of the trained railroad passenger and emigration agents.

When special efforts by these well-trained forces ebbed, and finally ceased, a large percentage of the towns found themselves over exploited and they stagnated or reaction set in.

In many cases the disastrous result which followed might have been prevented had the towns possessed any organizing talent, but the railroads had absorbed all this. Another condition which handicapped the smaller cities was the trend of manufacturing interests toward the larger centers to enhance their transportation and labor facilities. These conditions left the towns and smaller cities without much ambition or means to improve their condition.

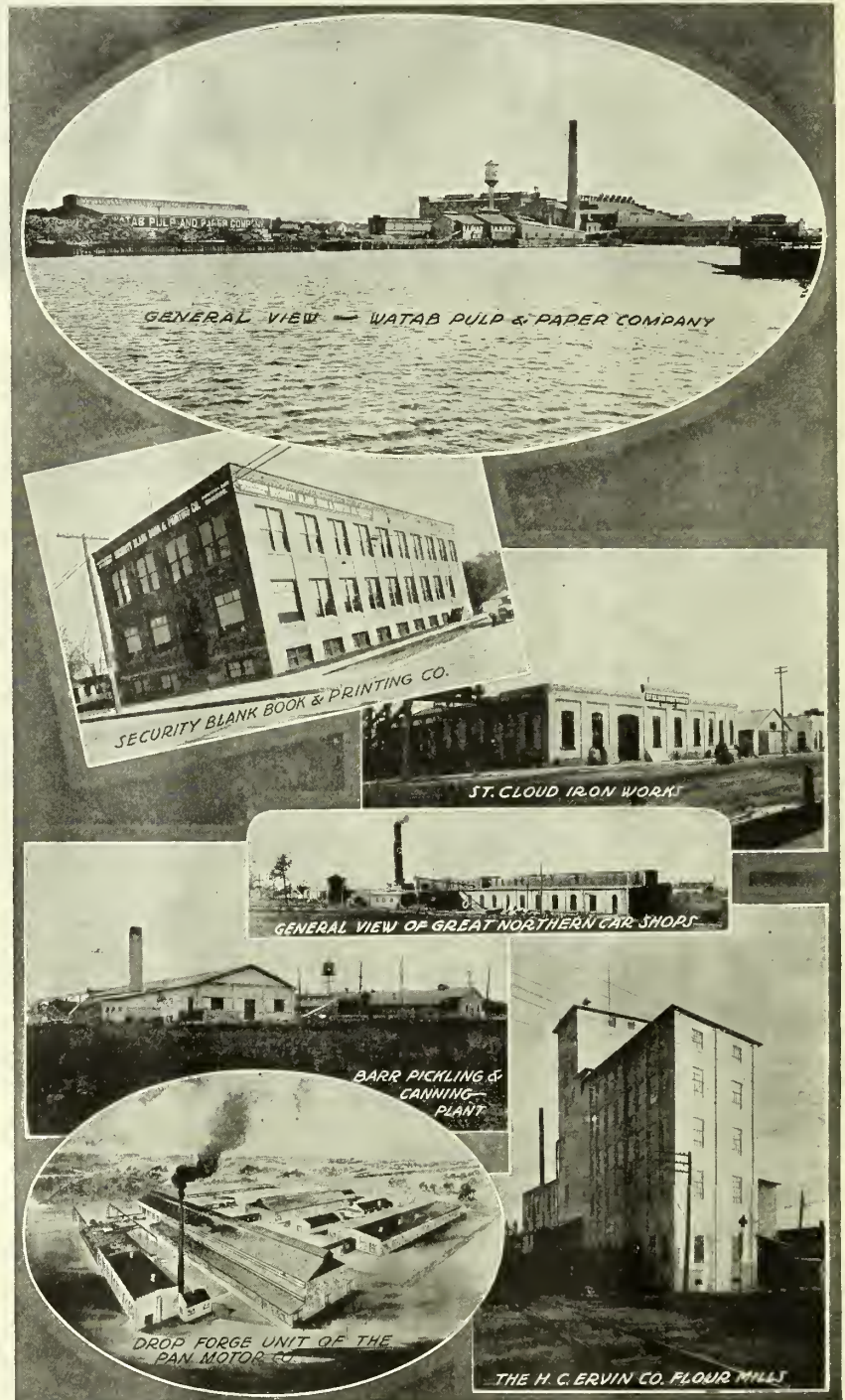
As the railroad movement drew to its climax and the condition of manufacturing interests began to develop ills, which caused them to look with favor upon smaller places for a cure, there came into use a force which was destined to change the entire trend of affairs. This new force was at first regarded as a toy, but soon developed giant proportions in the form of the internal combustion motor which is destined to be the savior of the towns, smaller cities and rural districts, by checking unhealthy centralization both of power plants and people.

Following in the wake of the gas motor development, although lagging somewhat, came the good roads development. These factors rendered the towns and smaller cities independent of the railroad to a large degree. Whereas formerly the growth of a community frequently depended upon the whim or favor of some railroad magnate that situa-

tion is now largely changed. As a result many towns and smaller cities are bristling with ambition and activity, basing their hope of success on the new born twins—the motor and the good road—with no intention, however, of getting along without the railroad, but

simply relegating it to its proper place in the economy of the great internal improvement movement which is now getting under way.

To paraphrase a little there is a trinity in all human affairs, which, taken at its flood, leads on to success. The



Some of Manufacturing Interests of St. Cloud.

motor and the good road must take unto themselves a partner, thus providing that trinity which is necessary for full development.

The third member of the triumvirate is the modern highway movement. This must not be confused with the good roads movement. The two movements are quite different. The modern highway movement is publicity or advertising, pure and simple, and, like our sports, readily divides itself into two distinct classes—professional and amateur. The professional part of the modern highway is known as advertising. The amateur part is known as publicity. It manifests itself along advertising lines by marks and signs, along the road, to guide the traveler by published articles in our own and other publication organs which are paid for with money.

On the other hand, the amateur part of the modern highway is publicity, and manifests itself in the doing of things or the telling about things that will attract attention to the strip of country which is given an identity by the name of the modern highway traversing it. As to the relative value of these two ways of making things known there is no comparison. The goal of the paid advertiser is to so treat his subject that the amateur will take it up and push it along—then he is traveling upon momentum—like “57 varieties”—“Eventually—Why not now?”

The Jefferson Highway has been very fortunate in both its paid advertising and free publicity. These facilities are going to be applied to the Pikes Peak as soon as possible. It required little or no argument to get the Jefferson promoters to see the value of publicity and provide the money to secure it by publishing an official organ which now is the official organ of the Pikes Peak Highway, and by doing things in a way to attract attention and make news that commodity, which like air and sunshine, is always absorbed, with avidity.

A distinct advancement in what is known as modern highway development was scored last month, when the Jefferson Highway and the Pikes Peak Ocean to Ocean Highway Association determined to join forces in co-operative plans, joint headquarters and an official organ.

This action was made possible by the fact that the two highways are non-competitive, serving entirely different territory—the Jefferson extending north and south from Winnipeg to New Orleans and the Pikes Peak east and west from New York to San Francisco, crossing in mid-continent at St. Joseph, Mo.

The plan for joint action does not, in any way, take the form of a merger; each organization retaining, in every particular, its independent organization and local initiative as formerly. The joint activities to be conducted by a joint general manager.

This action is in recognition of the facts that the modern highway organization functions, not only in promoting the building of roads and directing the course of travel, but fully as importantly, in inducing travel by making known to the public the attractions of certain localities for tourists, home seekers and investors.

Having a direct bearing on this situation is the generally conceded fact that practically every one making a journey of fifty miles or more from home in an automobile must buy something before returning. In other words, practically every one who owns an automobile is a potential customer of every other locality fifty or more miles away.

A conservative estimate places the number of these three classes, in America, at a minimum of ten million people per annum, a majority of whom, when going more than fifty miles away from their domicile, travel in automobiles, spending their money as they travel.

The idea of co-operation for modern

highway purposes seemed so practical and promised so much profit that the Jefferson Highway Association determined to finance for a term of five years for \$100,000 and went over the top by the time half the territory had been covered.

The Pikes Peak Ocean to Ocean Highway Association, noting the success of the Jefferson, concluded to adopt the same plan. As they serve entirely different territory, one extending north and south and the other east and west and were not competitive, they have pooled their publicity asset, but in every other way remain distinct. The general manager of the Jefferson has been made general manager of the Pikes Peak Ocean to Ocean also, and will have the direction of the affairs of the latter as well as those of the former highway. Some look upon this move as marking an epoch in modern highway promotion.

The profit arising from the traffic over the modern highway to the people living along the line is so attractive that in order to increase and continue this traffic the local people are taxing themselves for the grading and hard surfacing of the roadway in ever increasing volume. With every assurance that in doing so these taxes are an investment, instead of an expense, and will be returned them in the near future with big dividends.

So attractive is this traffic proving that the farmers, in some places on or near the Jefferson Highway are taking the lead away from the townspeople.

The modern highway, as exemplified for the last four years in the Jefferson, and as it will be exemplified in the Pikes Peak Ocean to Ocean, is proving and will prove of untold value to the towns and smaller cities and of equal benefit to the larger cities by preventing unhealthy centralization of a kind they cannot assimilate properly.

— Build Roads Now — Build Roads Now — Build Roads Now —

IDEAL SECTION NEEDED

Ten years ago \$50,000,000 would have more than covered the total expenditure in every state of the Union for rural highway improvement in a year. Instead of \$50,000,000 we stand to spend in the United States of America this year \$633,000,000 for highway improvement. That sum doesn't include the money spent for keeping up the rural roads. That is the amount available for brand new highway construction, for so-called “permanent” improvement. That's more than \$5.75 apiece for every man, woman and child in the country.

Even that \$633,000 is comparatively a drop in the bucket as against the sums which are to be made available for highway construction during 1920. They aggregate over twice the amount we paid for the Panama Canal.

The amount to which we stand already definitely committed to spend upon highway improvement in the future in this country is \$1,026,895,529 as estimated by the best of authorities.

Of the \$633,000,000 available for expenditure for highway improvement in 1920 only \$268,000,000 is derived from

current revenue. The balance, over 57½ per cent of the total, is derived from the sale of bonds. It is conservation to say that the \$365,000,000 we will borrow this year to invest in highway improvement is borrowed for an average term of close to twenty years. If we are borrowing money over a term of twenty years to build a road it is self evident that we are figuring that the road will last at least twenty years.

Will the roads we are building last that long? Moreover, if they do last that long will they adequately take charge of the tremendously increasing volume of passenger and freight transportation which the developments of the next two decades will force onto them?

Experts now know that the highways which used to be considered the most permanent and staple and adequate which could be built are no longer good investments. The ever increasing speed and weight of our highway traffic has relegated to the scrap heap the most advanced ideas of ten years ago.

In investing our modern millions in permanent highway work the highway engineer and commissioner of today is confronted with a vast responsibility.

With the developments of the past twenty years in mind he must now look ahead and invest the public funds at his disposal in such a manner that the estimated developments of the next twenty years may be anticipated and provided for.

We are now up against a problem for which there is, practically speaking, no precedent. European roads do not offer a solution. As yet no adequate standards have been constructed in this country and certainly no stretch of highway exists to which engineers and builders can point as embodying the ideal features which the best of American ingenuity and thought indicate as desirable and necessary.—The Forum.

— Build Roads Now —

Shreveport, La., May 7, 1920.

Gentlemen: I am herewith handing you my check for my dues for this year. We are going ahead on a big campaign for more and better roads all over the state, and are working on the legislature to make a larger appropriation for a complete system of highways all over the state, and it looks as if we are going to get it. Yours truly,

WILL MERCER.

SYNOPSIS OF TOWNSEND BILL No. 3572

— Build Roads Now — — Build Roads Now — — Build Roads Now —

Providing

For establishing and maintaining a National Highway System.
For creating a Federal Highway Commission.
To be known as the National Highway Act.
Federal Highway Commission.
Five members.
Representing geographical divisions of the United States.
No three to be from the same political party.
To be appointed by the President, by and with the advice and consent of the Senate.
Commission shall annually choose a chairman from its own membership.
To hold office after the first appointment for five years.
First appointment to be for one, two, three, four and five years.
Commissioners shall not during their terms of office actively engage in other employment.
Vacancies in the commission shall not impair the right of the remaining commissioners to exercise all the powers of the commission.

Duties of Commission

To install an accounting system.
To establish, construct, maintain and improve a national system of highways.
To make all necessary surveys, prepare plans and specifications or agree with State Highway Departments for the making of the same.
To select a national system after receiving recommendations from the State Highway Departments.
To publish and distribute within two years a map showing the highways it has selected as a part of the national system.
To make an agreement with the State Highway Department for the construction and maintenance of national highways where expedient.

National Highway System

To consist of not less than 1 per centum of the total road mileage of each state. Where this 1 per centum is not sufficient to build two roads it shall be increased so as to build two roads in each state.

Assent of States

No expenditures to be made in any state until its legislature has consented to the provisions of the act, except until the final adjournment of the first regular session after passage of the Act, the assent of the Governor shall be sufficient.

Rights-of-Way

States or sub-divisions thereof shall transfer all existing rights-of-way as fully as may be permitted under the constitution of the state.

Railroad and Canal Company Lands Grant

Consent of the United States is given to any railroad or canal company to convey land acquired by grant for right-of-way.

Public Lands May Be Used

Any public lands or reservations in the United States that are deemed

necessary for right-of-ways can be so used.

Additional Right-of-Way

Commission is authorized and empowered to acquire by purchase or condemnation any additional right-of-way necessary.

Types of Surfacing

Only such durable types of surfacing shall be adopted that will adequately meet the existing and probable future traffic needs.

Maintenance

The commission shall establish an efficient method of maintenance of all highways comprising the national system.

Width of Right-of-Way and Surfacing

The width of right-of-way shall be 66 feet, except where excessive cost or legal obstacles make it impracticable. Width of wearing surface shall not be less than 20 feet.

Commission is authorized to issue permits and licenses for openings into, crossings over or under right-of-way. Commission, in order to make the roads more useful, shall encourage a more general use of the public roads and highways and shall collect, publish and disseminate for the benefit of all sections of the country useful information on construction and maintenance.

Rules and Regulations

The commission shall prescribe and promulgate all rules and regulations for carrying out the provisions of this act, including such regulations as it may deem necessary for the protection of the highways and insuring the safety of the traffic thereon.

Transfer of the Duties of the Secretary of Agriculture

All the powers and duties relating to highways or public roads conferred or imposed upon the Secretary of Agriculture are transferred to the commission.

The secretary is directed to transfer to the commission within thirty days after the appointment and organization the personnel, equipment, supplies, papers and documents, etc.

Employees transferred shall retain their present grade and salaries.

Appropriations Made Under Federal Aid Act Not to Be Disturbed.

Appropriations now available to the Secretary of Agriculture shall continue in force and effect under the control of the commission as they were under the control of the secretary prior to the passage of this act.

Council of National Defense Transferred

All powers and duties of the Council of National Defense relating to highways and highway transportation are transferred to the commission.

Highways Under Control of Army and Navy Exempted.

The powers and duties of agencies dealing with highways in military or naval reservations shall not be taken over.

Annual Report

On or before the first of December of

each year the commission shall make a report to congress covering all work done under this act and under the Federal Aid Act, and recommendations for new legislation, amending or supplementing this act or the Federal Aid Act, and such other reports as congress may request.

Destruction of Property

Whoever shall willfully or maliciously injure or destroy any part of the highway, property or material owned or controlled by the United States or violate any of the provisions of this act or the rules and regulations shall be fined not more than \$1,000.00. Nothing in this act shall affect the civil or criminal jurisdiction of the states over persons or property upon such highways, or the rights and duties of the inhabitants thereof with respect to the use and enjoyment of such highways.

Savings Clause

If any provision of this act or the application thereof be held invalid the validity of the remainder of the act shall not be affected.

Appropriations \$425,000,000

\$50,000,000 on passage.
\$75,000,000 for the fiscal year, beginning July, 1920.
\$100,000,000 for each of the three succeeding fiscal years. In all—\$425,000,000.

Five per centum deducted for administration and a sufficient amount for maintenance.

The remainder of the appropriation for each fiscal year shall be divided among the states in the ratio that the mileage selected in each state bears to the total mileage selected in all the states.

Appropriations to Remain Available for Five Years.

These apportionments shall remain available for five years and then if not spent, through default of the state, shall be reapportioned among the other states in the same ratio. To take effect immediately upon its passage.

The above is a synopsis of Senate Bill No. 3572. This bill is the revision of Senate Bill No. 1309, and redrafted after a thorough consideration and study of the suggestions made from all sections of the country for the betterment of No. 1309.

It is believed that the bill in its present form is workable and will treat all portions of the country fairly and equitably.

It provides that 1 per centum of the mileage shall be built in each state, and if this 1 per centum does not produce a sufficient mileage that it shall be increased so that each state will secure at least two national roads, thereby guaranteeing to every state two national highways and treating all states equally, regardless of population, area, wealth or government owned lands.

It merits your most serious consideration and earnest support.

FEDERAL HIGHWAY COUNCIL,
Washington, D. C.

WHY IS THE COST OF FOOD SO HIGH?

Most answers to that question, according to a bulletin from the National Geographic Society, go no farther than the grocer, the wholesaler, or perhaps the cost of farm labor. But to trace to their sources may staple edibles found on the American dinner table one must go beyond state, national lines, and frequently across the ocean, it is pointed out. The bulletin quotes from a communication to the society from William Joseph Showalter as follows:

"Could we turn loose our fancy as we dine we could see a great army of men and women working that we might eat. The appetites of men now levy tribute upon all the continents and all the seas, and where once all roads led to Rome, now they come directly to our dinner tables. Let us sit down to dinner and go over the menu and try to list those who have assisted in the preparation of our meal. At the top of the list come olives and salted nuts. The olives mayhap are from Spain, the almonds from California, and the pecans from Texas. The salt on the nuts was prepared in New York state. Also we have celery that came from Michigan.

"Then comes the soup. Without a cook book at hand this writer will not pose as an authority on the ingredients of soup, but it may be Chesapeake Bay clam chowder, which certainly has some pepper from Africa in it and other ingredients from far and wide. Our fish is salmon from Alaska, and our prime ribs of beef came to our table through the Kansas City 'packing town.' Our potatoes came from Maine, our boiled rice from China, our string beans from Florida, and our tomatoes from Maryland.

"Next comes our salad, and it contains—if a man may guess at the contents of salads and dressings—Mexican peppers, Hawaiian pineapples, Sicilian cherries, Pennsylvania lettuce, Iowa eggs, Spanish olive oil, Ohio vinegar, California mustard and Guiana red pepper. When we get down to the ice cream we eat Virginia cream, Cuban sugar, Ecuadorean vanilla and Mexican chocolate. The cake that goes with it is made of butter from Illinois, flour from Minneapolis, made from wheat grown in North Dakota; baking powder from Pennsylvania and other ingredients. When it comes to coffee, if we are fastidious, we will have issued a draft on both Turkish Arabia and Dutch Java, or if we are only folk of everyday taste we will content ourselves with the Brazilian product.

"And so, when we come to reckon up those who have helped produce the raw materials of which our foods are made, we find the clouted African savage and the American stock grower; the South American Indian and the California truck farmer; the Javanese coffee picker and the Virginia dairyman; the turbaned Arabian and the New York orchardist; the Chinese coolie and the Dakota wheat farmer; the Mexican peon and the Chesapeake Bay fisherman; the Porto Rican planter and the Hawaiian sugar grower; the Spanish olive packer and the Alaskan Eskimo fisherman.

"Yet all these neglect the matter of transportation. Our food comes to us on the heads of Indians, on the backs of

donkeys, drawn in carts by huge water buffaloes, aboard the 'ship of the desert,' on wheelbarrows propelled by Chinese coolies. Steamships, railroad trains, auto trucks and delivery cars have all played their part in the great work of catering to discriminating appetites."

— Build Roads Now —

WIDER ROADS ESSENTIAL

As a matter of economy very many localities which have gone into the business of constructing permanent roads have convinced themselves that a fourteen to sixteen-foot roadbed is of sufficient width to accommodate all traffic the road will be called upon to carry. Some of these communities are already learning that their vision was circumscribed. As a matter of fact, road enthusiasts are rapidly coming to the conclusion that a width of at least twenty feet is essential, and many advocate a much wider surface.

It should be distinctly remembered by road builders that we are now building for the future. Experience has shown that traffic increases very rapidly after a road is paved, so that a much wider surface is necessary than before the permanent road was built. The roads now being builded of brick and concrete ought to last, under all ordinary circumstances, for twenty years. By 1940 much of the freight and passenger traffic of this country will be carried in motor cars and trucks. At present it appears as if the universal use of the motor truck is to become our relief from present transportation difficulties. This being the case, all roadbeds should be sufficiently wide to permit two strings of motor trucks to pass each other on the highway without danger of either getting into the mud.

Road building, like construction of any other character, is most economically done when done right. The first cost is, admittedly, heavier, but the endurance thus provided for makes the increased original expense a fine investment. While building roads we ought to build them for all time to come, so that, ten, or even twenty years from now we shall not be forced to the necessity of extending the width while providing a new surface. And a consideration of this question is peculiarly opportune just now, since so many millions of dollars is being provided in every state for the building of new roads. This vast sum of money should be expended in such a way as to confer the most lasting benefits upon the country.

— Build Roads Now —

WHY HIGHWAY MAINTENANCE IS NECESSARY

By D. H. Winslow.

It has been said that a good highway has length and breadth, whereas a bad highway has length, breadth and depth. Also, some roads are good until it rains or some one insists on driving on them. Undoubtedly a highway is made to travel over, and it must be maintained in a condition suitable for travel to attain the object of its existence, otherwise the people have not secured the worth of the money they have invested in the highway.

Steel rails are smooth and hard, but the roadbed of railroads must be kept in good condition or the stockholders of the railroad company lose money. What do the stockholders in country roads lose when highways are in poor condition?

Highway maintenance means roads over which heavy loads may be hauled in the wet season, which is the proper time for hauling wood, tobacco, cotton, potatoes, etc.

Highway maintenance means 365-day roads or roads that may be traveled and a heavy load hauled 365 days in the year.

Highway maintenance means protecting the investment of the taxpayers in the roads. Failure to do this is not even common sense, to say nothing of good business. As we realize that a constructed road is an investment that yields best results only by keeping it up to the original standard, we will grasp the real relation of maintenance to the cost of construction. It is folly to rebuild the same road every few years when proper maintenance would have produced the same result at less cost and discomfort.

It is folly to provide funds to build, and to provide none to maintain the investment. This is true of a railway, a building, or an automobile.

Highway maintenance means a road free from ruts caused by narrow-tired vehicles. If we would cut up our meat as well as we do our roads we might not have indigestion. Narrow tires add nothing to the life of a road.

For all these reasons highway maintenance is necessary, and the people should awake to its importance. When a doctor is delayed by bad roads the undertaker frequently gets the patient.

— Build Roads Now —

FRIENDS IN MISFORTUNE

A reader of *The Capital* relates that he and his family have lived in one neighborhood in Des Moines for ten years. During all that time there were five families within easy reach of neighborly contact, the members of which never called at his house or tried to get acquainted with his family. These five distant families were using gas for cooking and had no other means of preparing meals. But Tuesday afternoon found all the families cooking on the big range belonging to the neighbor whom they had never called upon.

The gas explosion brought them together, and each was surprised to find how good a neighbor the other was.

It is said that politics makes strange bedfellows. Calamity will do the same. A great writer once said that the deer and the wolf will run peacefully together from a prairie fire.—Des Moines Capital.

The above may be slightly overdrawn, but nevertheless describes a condition of modern community life to be much deplored.

The camaraderie of the open road, made possible by the auto and the modern highway, tends to break up such conditions by expanding the outlook and enlarging the sympathies through the natural contact with others on the road.

DOUBTFUL ABOUT NEW ROAD

W. L. Cole of King City, Mo., writes that the highway in that vicinity is in good condition, but seems doubtful if a road can be built by the new route for the highway via Stanberry to Albany.

It seems to be up to the people of Stanberry and those living along the favored route to show that Mr. Cole's doubts are not well founded.

The job of building a good road through the bottom land west of Albany should be no more difficult than raising a corn crop. The water problem there is no more difficult than it is lower down, and can be easily solved if the right principles of road building are applied.

It must be admitted, however, that during the winter and up to the first week in May the road from King City to Albany via Ford City was much better than the road via Stanberry.

The loss of the Jefferson franchise seems to have spurred up the Ford City section to better maintenance. It is now up to Stanberry to see that the Jefferson Highway is as good or better road than any other in the vicinity.

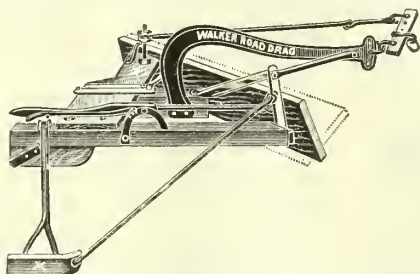
— Build Roads Now —

MARKED HIGHWAYS A DISTINCT ASSET

It is an established fact that tourists travel over marked highways. Mason City, then, can well afford to support the marked highways that come through Mason City. At the present time we are very well situated. We have the Jefferson Highway, the Pershing Way and the National Parks Pike. The former two are well established and hundreds of tourists came over these two roads alone last summer. There were cars in Mason City from practically every state in the Union. The National Parks Pike is a newly organized trail and runs from Milwaukee, Wis., through McGregor, Iowa, and west to Yellowstone Park. The Rainbow Highway is in the organization stage, and it will come through Mason City if the people here are sufficiently interested to support it. With these four transcontinental highways Mason City will be well provided with main arteries of travel for the automobile tourist.

— Build Roads Now —

THE WALKER ROAD DRAG



The Runner X Rests on Board X on First Round

The Drag that cleans the ditch and cuts the shoulder off on the first round that the grader leaves and gives the road a gradual slope from the center to the ditch. By a tip of the blade it will pulverize the clods and leave the surface smooth. With the power it requires to handle this Drag in road work it very seldom requires more than two horses.

WALTER S. WALKER
Manufacturer and Patentee

Write for Particulars and Prices

SAVANNAH, MO.

The time is not far distant when the marked highway will be looked upon with as much favor as a railroad line. As the roads are improved, and the established highways are always improved first, there will be more and more freight moved by truck, and the cities and towns along these highways will increase their business a hundred fold.—Mason City Chamber of Commerce.

— Build Roads Now —

ARKANSAS PHILOSOPHY AND MY MUD HOLE

The careless and easy philosophy reported by the Arkansas Traveler has been the cause of much comment, but up to the present time no report has ever been made as to what became of the descendants of the man who was found fiddling.

It will be recalled that the roof of the cabin where the Arkansas Traveler stopped leaked very badly, and the traveler asked the native why he did not fix it.

The response was "When it rains I cannot fix it, and when it quits raining it does not need fixing."

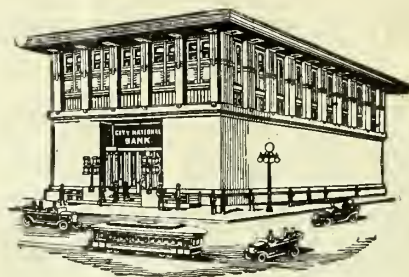
Some of this family must have moved to Missouri and settled on the road between Albany and New Hampton, according to a report turned in by a tourist who traveled that road early in May.

He got stuck in a mud hole. When he secured a team to pull him out he asked the driver why that mud hole was not fixed so travelers could get through.

The response was "When it is wet we cannot fix it and when it is dry it don't need fixing."

There was a redeeming feature to the incident, however. When the automobile was once more on dry ground the tourist asked what the charge was, when he was told there would be no charge. Surprised, he asked why no charge. The response was, "This is my farm here and that is my mud hole, so I make no charge for pulling people out who get stuck in it."

— Build Roads Now —



City National Bank.

Mason City, Iowa, May 8, 1920.

My Dear Mr. Clarkson: I have received the current issue of The Modern Highway, and have read it with much interest. I notice that you have been distributing maps of the J. H. through libraries, and as I am a trustee of our city library I shall be very glad, indeed, to make these maps available to our people, if you care to send them to me, together with any other literature you may wish to distribute.

Very cordially,

HUGH M. GILMORE.

Any other libraries that want Jefferson Highway or Pikes Peak Highway folders or maps have only to ask for them. They are free in reasonable quantities.

— Build Roads Now —

ADVERTISING SHOWS A BIG INCREASE

The volume of national newspaper advertising last year reached \$150,000,000, according to the annual report of the bureau of advertising American Newspaper Publishers' Association submitted today. The average increase in national advertising among members, estimated at 70 per cent, and seemed bounded only by the scarcity of paper, the report said.—News Items.

That advertising of the proper kind pays big dividends is no longer disputed by any well-posted person.

This fact so impressed the people who are promoting the Jefferson and the Pikes Peak Highway Associations that large plans are now formed to use this potent force for the benefit of the two associations in the future.

— Build Roads Now —

HOW CO-OPERATION PAYS

St. Joseph, Missouri, junction point and crossing of the Jefferson and Pikes Peak Highways, and home of The Modern Highway magazine, has just pulled off another stunt which shows how active co-operation and pulling together "brings home the bacon."

St. Joseph has had an Automobile Club for several years, and it had a fair membership and did many things that an Auto Club should do. At a recent meeting of the club, however, it was proposed that committees of business men should get out and put in a day or two making it a real live wire organization and of a THOUSAND members.

Some of the boys drew a long breath when they heard the number mentioned, but all agreed it would be a fine thing to do, and at the stated time the start was made.

Everybody hustled and everybody wanted to make the best showing, so St. Joseph now has her 1,000 member Auto Club in sight, and they are still joining. The club has many new ideas which they expect to put into effect as soon as possible, and with the money now at hand they will be able to accomplish many things for the benefit of the motorist and tourist. Splendid offices are being fitted up, road marking is under way, new camping places for the tourist are being located, and other improvements projected, and St. Joseph will soon SHOW anyone interested that she is most emphatically on the map.

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Automobiles, Supplies, Accessories
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"Prompt and Courteous Attention"

HIGHWAYS PROMOTION PURE BUSINESS

Jefferson and Pikes Peak Roads Aim to Display Enterprising Cities and Towns. Represent Modern Commercial Idea.

— Build Roads Now — Build Roads Now — Build Roads Now —

From American Motorist, Washington, D. C.

The controlling thought in the minds of those who participated in organizing the Jefferson Highway was to promote the building of a good road on which they could travel from home. Now, however, the idea of traveling away from home has become secondary and the notion of getting others to travel toward the homes of the promoters has become the controlling thought.

The desire for the reversal of the direction of travel was brought about by a realization of the fact that the former stands for profits lost, while the latter signifies profits gained.

Having a direct bearing on this situation also is the generally conceded fact that practically every one making a journey of fifty miles or more from

contented itself with telling how money can be saved by good roads and what a great economy they will be. The organized route propaganda shows what a profit there is in good roads, because those who travel them spend enough money along the route to eventually pay for them with a large margin of profit.

The compelling power of the incentive involved is about the same as would be involved in inviting a man to pull a sled up hill or asking him to ride the

in expensive show windows by expert window dressers and have been wonderfully successful.

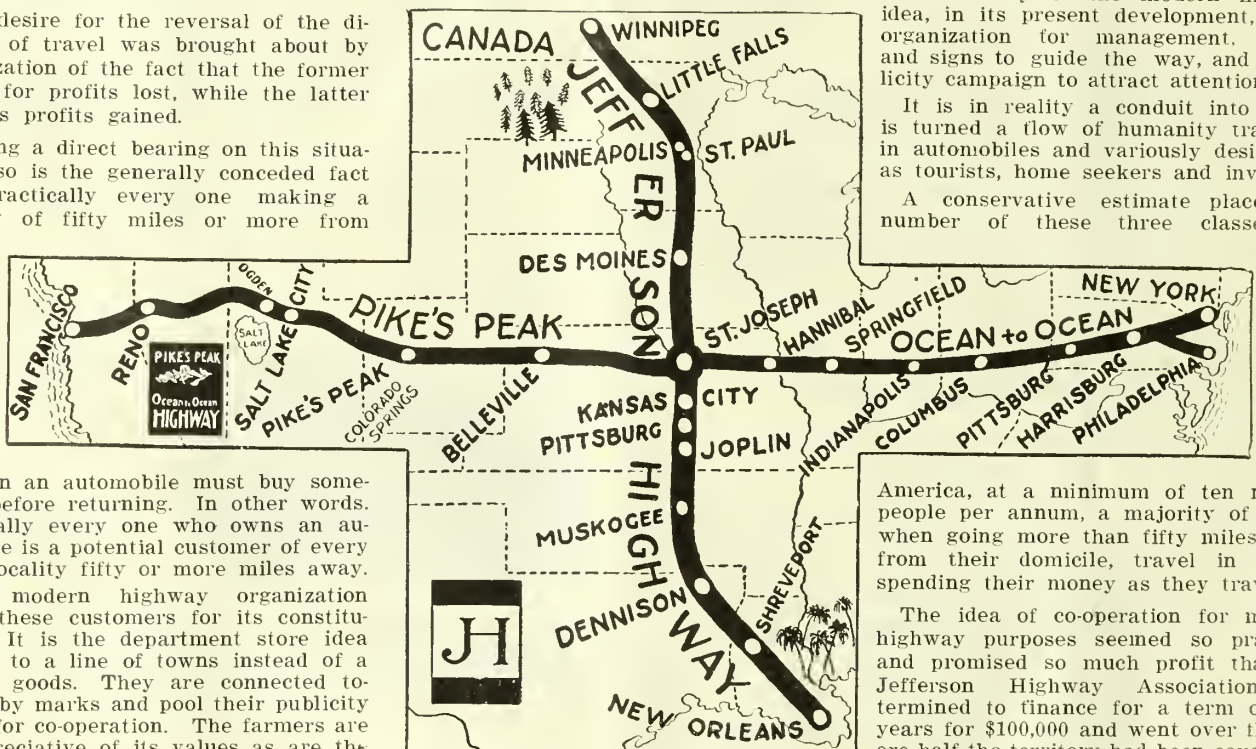
The line store organization, with its miles of show windows, knows that its window display is a fine introduction to the attractive stock inside.

The modern highway promoters expose their wares—cities, towns and farms, mountains, lakes and summer resorts—along the highways and depend upon publicity to attract customers.

The trinity of the modern highway idea, in its present development, is an organization for management, marks and signs to guide the way, and a publicity campaign to attract attention.

It is in reality a conduit into which is turned a flow of humanity traveling in automobiles and variously designated as tourists, home seekers and investors.

A conservative estimate places the number of these three classes, in



home in an automobile must buy something before returning. In other words, practically every one who owns an automobile is a potential customer of every other locality fifty or more miles away.

The modern highway organization wants these customers for its constituents. It is the department store idea applied to a line of towns instead of a line of goods. They are connected together by marks and pool their publicity assets for co-operation. The farmers are as appreciative of its values as are the townspeople.

In many cases the organized route is not a very good highway as yet, but it is true also that, in nine cases out of ten, it is the best road connecting one town with another.

The modern highway, with its thorough organization, its continuous publicity and its marks and signs, is being recognized by many as something more—far more—than the ordinary conception or function of a good road.

While the foundation thought in all this is good roads, those good roads have not materialized yet, but the organized route, which is a combination of the business principles embodied in the catalog house and the line store, is bringing the modern highway much faster than it would have come otherwise.

The proof of this is found in the fact that the American people, owing to their traditions and practices, will respond much quicker to a chance to make a profit than to an opportunity to economize. The good roads propaganda has

sled down hill. The American people are great riders. They can pull when they have to do so, but do not take to it kindly.

The difference between the psychology of economy and that of profit is seen in the hard sledding of the treasury department campaign for thrift and the self-propelled profiteering movement which it is trying frantically to head off.

The catalog houses, through the medium of good publicity, have made a conduit out of the United States mail system, through which flows to their doors trade from people living hundreds and sometimes thousands of miles away.

The catalog house organization is quite certain that if it can place one of its attractive catalogs in the home of a family sooner or later a customer will emerge from the situation.

The line stores locate on conduits (busy streets), already formed by local developments, and expect to win customers by the publicity given their goods

America, at a minimum of ten million people per annum, a majority of whom when going more than fifty miles away from their domicile, travel in autos, spending their money as they travel.

The idea of co-operation for modern highway purposes seemed so practical and promised so much profit that the Jefferson Highway Association determined to finance for a term of five years for \$100,000 and went over the top ere half the territory had been covered.

The Pikes Peak Ocean to Ocean Highway Association, noting the success of the Jefferson, concluded to adopt the same plan. As they serve an entirely different territory, one extending north and south, and the other east and west, and were not competitive, they have pooled their publicity assets, but in every other way remain distinct.

The profit arising from the traffic over the organized routes, to the people living along the line, is so attractive that in order to continue and increase this traffic the local people are taxing themselves for the grading and hard surfacing of the roadway in ever increasing volume.

Thus the cause has changed places with effect. Instead of good roads bringing the traffic, the ever increasing traffic over the marked and advertised highway has created a public opinion which is voting bonds and otherwise providing for the construction of good roads brought about by the appeal to two of the strongest motives in the human breast—emulation and profit.

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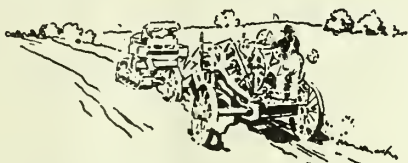
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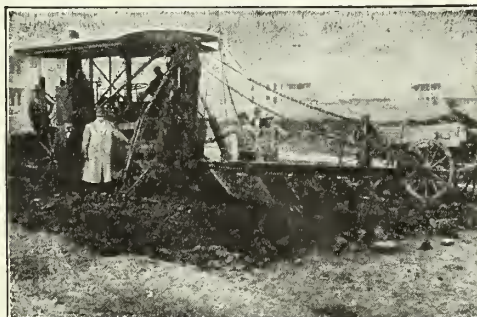
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For Road Grading, Ditching, Back-filling, Etc.



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Astonishingly Low Prices
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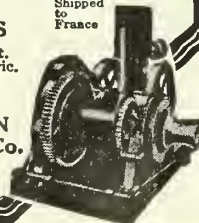
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THE AMERICAN
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Inc.
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\$250
BUYS
LOW
CHARGER



GET READY FOR THE FLOOD

50,700 Persons and \$1,800,000.00 Coming Our Way

— Build Roads Now — Build Roads Now — Build Roads Now —

One day's mail in May brought to headquarters the names of 152 persons seeking touring information. An analysis revealed,

- that these inquiries came from 95 towns in 23 states,
- that on the average they would each have to travel 201 miles on other roads to reach the Jefferson,
- that on the average, after reaching the Jefferson, each would have to travel 292 miles to reach their destination or a total travel by the 152 cars before reaching the Jefferson of 30,552 miles.
- and a total travel on the Jefferson before reaching their destination of 44,384 miles.
- or a grand total of 74,936 miles,
- a distance approximating three times around the earth at the equator.

The Minnesota State Highway department took a census of travel on the Jefferson Highway south of St. Paul covering nine days and ascertained that the average number of persons to the car was three and one third. Accepting this as fairly representative the 152 inquiries would represent travel of 507 persons.

At an average of 150 miles travel a day they would be on the road three and one-third days each.

At a conservative estimate it costs 10 cents a mile, or \$15.00 a day, on the average, to run a car and feed and lodge three and one-third persons.



So the 152 persons under discussion would spend on the going trip at least \$7,500.00.

But so far we have provided only for the outbound trip. Presumably they must all go home again. That just doubles the mileage and the money to be spent. Making it in round numbers for these 150 cars

—a total travel of 150,000 miles and a total of traveling expense of \$15,000.00 spent on the road.

Conceding that this expense will be duplicated for an average of 100 days of touring season it is reasonable to conclude that season traffic bound for the

Jefferson Highway will amount to 15,000,000 miles and the money cost on the road the sum of \$1,500,000.

Taking these 152 inquiries as a basis \$600,000 will be spent getting to the Jefferson and \$900,000 after reaching the Jefferson.

How much money will be spent where these people stop for the season we will not attempt to show at this time.

The Michigan Hotel Keepers' organization, after an examination of their books, claim that summer tourists from outside the state bring into Michigan \$5,000,000 each year.

Get ready for the flood.

— Build Roads Now — Build Roads Now — Build Roads Now —

"CATERPILLAR" MAKES ASCENT OF MOUNTAIN

A third world's record was claimed by the Holt Manufacturing Company of Peoria, Ill., late yesterday afternoon, when one of the ten-ton "Caterpillar" tractors constructed by them ascended to the summit of West Mountain, starting up the incline at the automobile entrance near the head of Violet street, and going almost straight up the mountain side, disregarding all paths and driveways.

Governor C. H. Brough was to have accompanied M. E. Berg, the pilot of the powerful machine, on its record breaking trip, but when 5 o'clock, the scheduled time to start, came, no Governor Brough was at hand, so a press representative was given the passenger's seat.

After the "Caterpillar" had reached the summit a car containing Vice-President Marshall, Governor Brough, J. A. Bountree and other notables arrived on the scene, and a brief demonstration was put on for their benefit. The tractor was taken a part of the way down the mountain and the governor given a ride back to the summit. The governor's trip wasn't full of joy and comfort, but he thoroughly enjoyed it and is ready for another ride.—New Era, Hot Springs, Ark.

CHICAGO BOOSTING THE JEFFERSON

Chicago, Ill., May 20, 1920.

Dear Mr. Clarkson: We are seeking the available data regarding the Jefferson Highway, with the intention of using same to post ourselves in order to hand out correct information on this route to the touring public.

We also wish you would add our name to your mailing list, so we would continue to receive all the up-to-date information emanating from the Association headquarters.

It is our policy to always work in conjunction with the highway associations in dispensing touring information, and our belief is that the value of same is determined absolutely by its accuracy.

I trust we will be able to help the good work along this coming season by giving the Jefferson Highway some publicity through our touring bureau.

Thanking you for any information you might give us.

Yours for good roads,

ILLINOIS AUTOMOBILE CLUB.

H. A. BREIDERT, Manager (Touring Bureau).

WHO AND WHAT I AM

I am your friend.

I am the friend of labor.

I am the friend of capital.

I am the guiding hand of modern business.

I am the foundation of success.

I am the reason for increased demand.

I am the cause of increased sales and net profits.

I am the reason for increased stock turnover.

I am the cause of reduced overhead expenses.

I am the key to the rise in your profit curve.

I am the why and wherefore of your growth and expansion.

I am the creator of good will, satisfied customers and repeat sales.

I am the guiding hand which tells the people who, what, and where you are.

I am ADVERTISING—a truthful, concise presentation in word or picture of the merits of things you have to sell.

I am the spirit of the Jefferson Highway, beckoning the consumer closer to the producer.

Motorists Guide, St. Joseph, Missouri

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BEST EQUIPPED HOME FOR AUTOMOBILES IN ST.
JOSEPH

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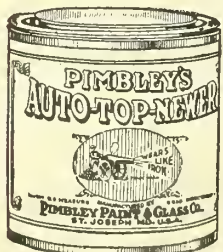
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Inspection of Our Kitchen Invited

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Take Care of Your Tire Trouble
ON THE JOB DAY AND NIGHT

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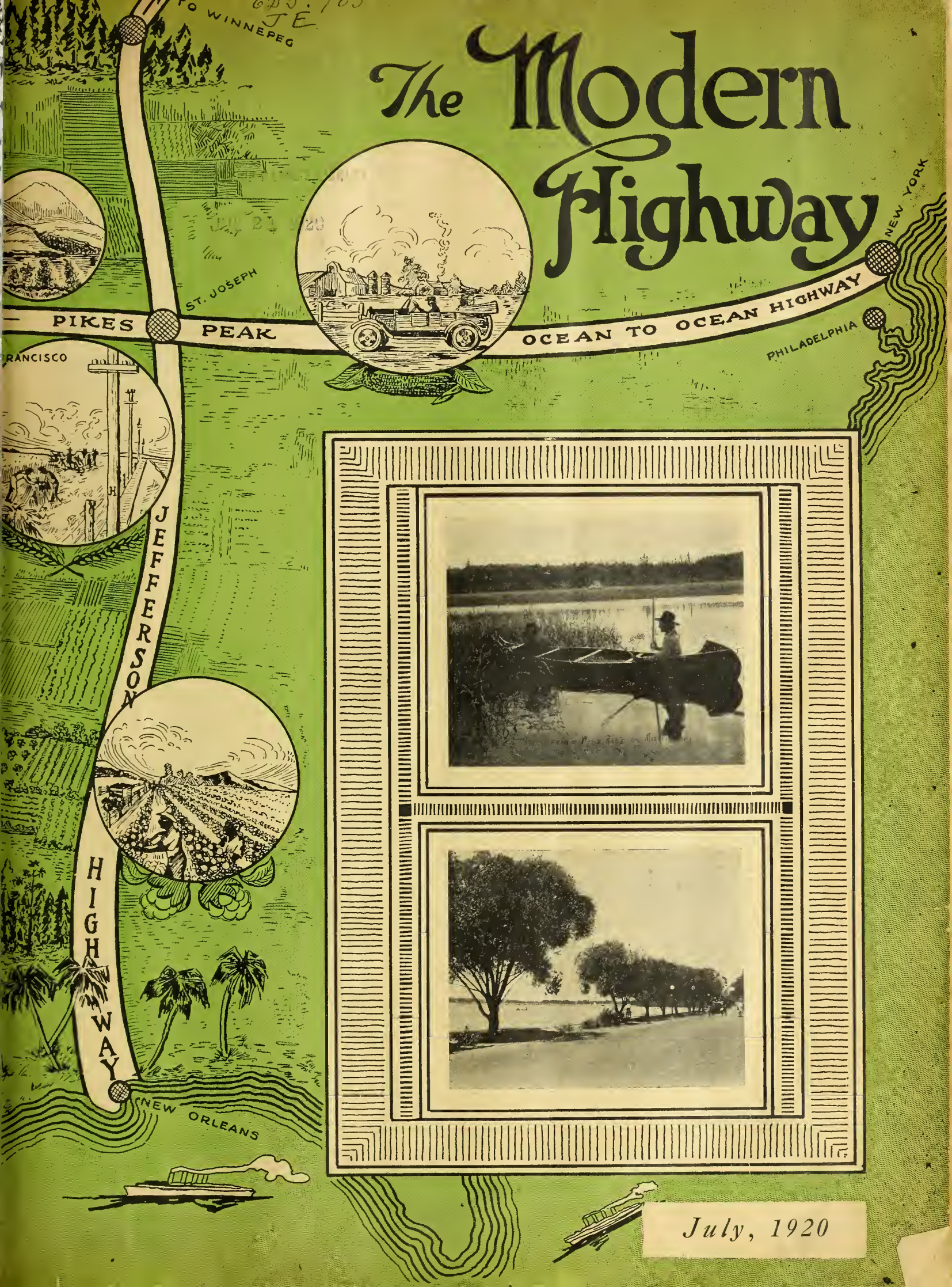
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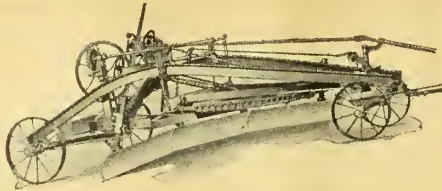
TIRE REPAIRS

The Modern Highway

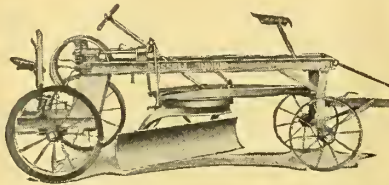
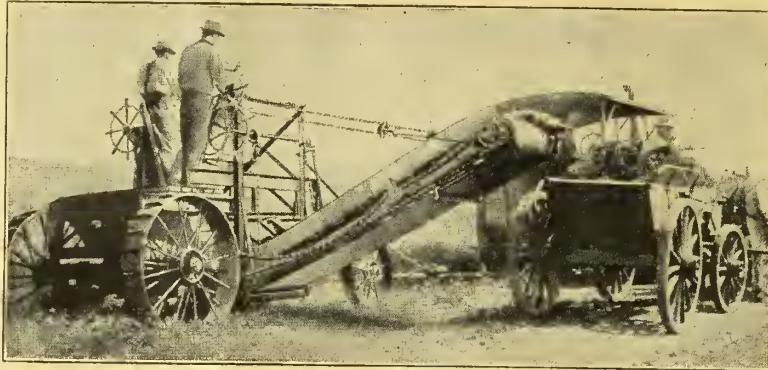
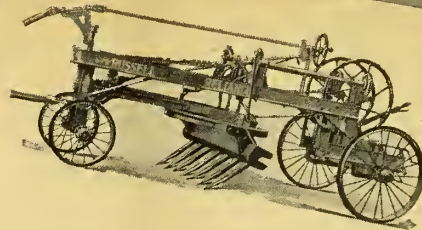


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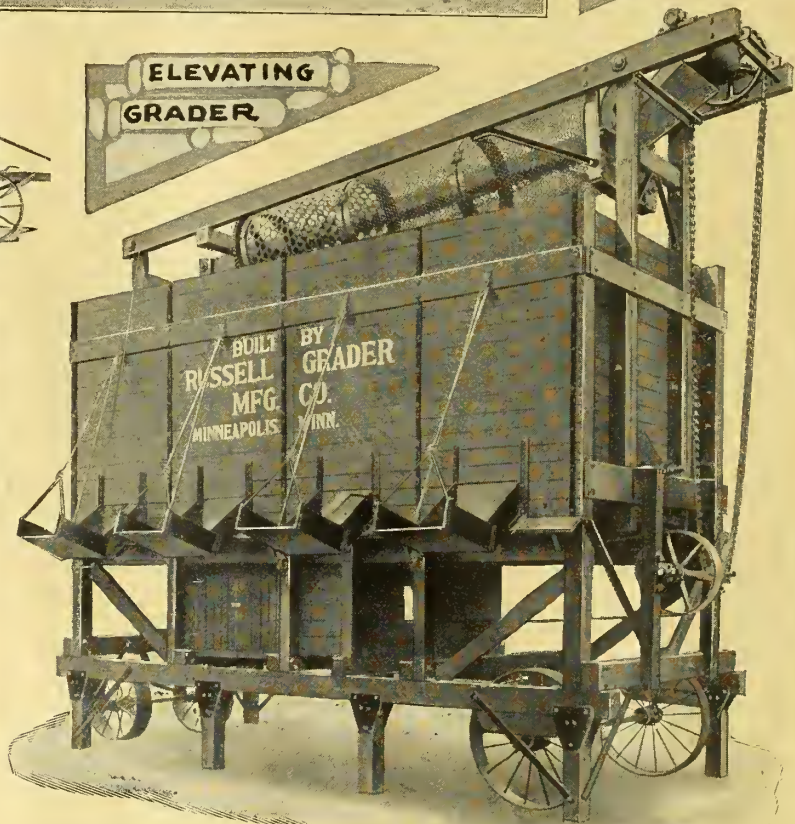
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1920 Catalog—ask for it—shows why

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The Modern Highway

Formerly "Jefferson Highway Declaration"

Volume 5

JULY 1920

Number 6

Published Monthly by Jefferson Highway Association, St. Joseph, Mo.

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THE FEDERAL HIGHWAY SYSTEM

Further Discussion of the Principles Involved in the Townsend Bill

— Build Roads Now — — Build Roads Now — — Build Roads Now —

While being examined before the Senate committee at Washington, which was inquiring into the merits of the Townsend Bill the general manager was asked by a senator from one of the eastern states if it would be a proper procedure for the federal government to tax the resources of New Jersey, New York, Pennsylvania and other eastern states, which had already constructed a large mileage of roads, to build roads for Missouri, Iowa and other western states.

The answer in substance was as follows:

If the intention was to build roads for Missouri, Iowa and other western states out of funds raised by revenues derived from eastern resources, the answer should be no. But if the intention was to build roads in Missouri, Iowa and other western states for the use and benefit of all the states both east and west, that is for national use, then the answer must be yes.

Amplifying somewhat it is not difficult to disclose the false principles upon which this question is based.

Inasmuch as the measure under consideration provides for reimbursement where roads already built are taken over by the Federal Highway Commission this question simply raises the ghost of the old states right doctrine which was supposed to be a pet theory of the South. A theory which seemed so detrimental to national life that the very states now raising it joined in a four year war to put it out of business. Surely the representatives of these states do not want to plead now, a principle their fathers fought to prove false and detrimental to national life.

If the western state lines of New Jersey, New York, Pennsylvania, or any other eastern state, are to be set up as an impassable barrier against the flow of federal revenues westward for national use, before we re-establish that principle, let's appoint a national auditor and redistribute the wealth that it is proposed to render immune and return it from whence it came.



Let's commence with the proceeds of the sale of western public lands, applied to the expense of the federal government from the time of organizing as a nation, and not forget the vitality of this same soil which has been depleted to supply the east with food and clothing and of the minerals which has been sent east across the state lines. Send all these back to the states from which they came before we reorganize our business under the states rights doctrine. If these state lines are to be maintained as an impassible barrier against the flow of federal taxes, collected within their boundaries for the construction and maintenance of national public highways elsewhere and are to be maintained as an equally impassible barrier against the flow of food-stuffs from the west, into these eastern states, there might be some equity in the objection.

Heretofore the west has been very amenable to the east accepting its tutelage without question, as a boy in his teens often accepts the mandates of his father.

However dutiful this boy may have been during his minority a time comes when he begins to ask troublesome questions and recall embarrassing incidents.

During its minority, the west was reasonably amenable to the older east. Equal, at least, to the relations normally existing between parents and child. But now, the boy has become a man.

This young and vigorous west now asks that its voice be heard in the council chamber of the national family—it asks this as a right and not as a privilege. It asks it as a right and not as a privilege because of various things which have happened in the national family life.

If state lines are to be pleaded against the adoption of a national highway system, it will not be out of place to recall some of these acts performed as a dutiful son, first to the East and later to the South.

When the civil war was over and it became possible to resume an orderly national family life, the East said that in order to survive in competition with other nations, it must have protection for

its manufacturing industries. The West was having troubles of its own and could ill afford the burden proposed to be placed upon it but it listened, as in duty bound to the cry of its parent for protection, dutifully accepted its tutelage and manfully suffered deprivations that its parent, the East, might enjoy the comforts of life, through manufacturing and commerce, as that could no longer be supplied under the depleted fertility of its fields.

Having consented to the principles of protection in the national family life, the West went about its business of developing national resources and sending the profits east, but shortly it received word from the old home that another crisis had arisen.

The protective principle was not working just to the satisfaction of the old home folks. They needed more mill, mine and factory labor and they wanted the consent, approval and support of the big boy out west to a movement to adopt a lot of people who lived and worked elsewhere on the globe, to the end that they might be brought across seas, adopted and brought up as members of the national American family to man the mills, mines, factories and commerce of the East.

The West adopted the viewpoint of the East on this subject and left the East to work out the plan but now it seems that the East has again over-played its hand in trouble with the adopted children.

The West remembers that it entered the war between the states under the tutelage of the parent East. When the civil war was over it went home to devote its time to the development of the outlying districts of the family estate, under the impression that it had settled the states right quarrel of its parent, the coast-wise states.

The South accepted the results of the civil war, abandoned their states rights doctrine and adopted the national idea advocated by the East.

It is, then, with ill concealed impatience, that the West observes the old folks twitting each other over their former quarrel and while it is too respectful to give verbal expression to the idea there are times that it feels that the twitting of southern representatives by those of the East, recalling the old state rights quarrel, when the South wants to forget it, and sometimes claiming, by the East, that because the South did for a time labor under that delusion, the East now has a right to a similar period of aboration, the thought is suggested that one of the revered parents is approaching dangerously near the period in life when the off-spring must assume the initiative.

The West has now reached its majority and feeling that at all times it has done its full duty, according to its age and ability—thinks the time has now arrived when its duty to its parents and to posterity demands that it must insist upon the acceptance and putting into practice, in national family life, in an aggressive way, those principles which were demanded by the East, of the South and for which it fought, and that the ghosts of states rights be no longer permitted to walk in the council chambers of the nation.

If, when the drive away trains of motor cars are formed at the factories bound for the West, the representatives of those same states will cause to have a notice served upon the drivers warning them that, under no circumstances, will they be permitted to proceed beyond the state line in which the factory is located, there might be some reason for the ghost walking.

If the state lines which are to bar the flow of federal tax money westward for the construction and maintenance of national public highways, are to be equally efficient in barring the motor cars and other manufactured products, shipped by rail and water, from crossing these lines, there might be some excuse for pleading this principal.

When the billions of dollars that must be provided for adequate war vessels to protect the coast line of the East are needed, will these seaboard states be diligent in preventing any middle-west money getting into that huge fund? If so, the West will have plenty with which to construct its share of national highways.

If, when federal recruiting agents for the navy start out to secure a force to man these war vessels, which form the first line of defence against foreign aggression on the citizens and wealth of these seaboard states, will their representatives be equally persistent in calling attention to the impassable character of their western boundaries and that no dollar of taxes will be collected nor citizens of a state beyond these state boundaries be asked to take an interest in the construction and maintenance of the navy?

If, when the federal tax collector starts out for tax money to build and maintain a coast defensive system, as a second line of defense, against foreign aggression upon the people and wealth of these seaboard states, will the representatives of these states be equally vigilant in warning him of the impassable state line barriers on the West, as they are in warning against an attempt to cross these same lines with federal tax money, for the construction of a national system of highways? If so, the West can build its own part of the national highway system.

If, when the federal recruiting agent starts out, to secure a force to man these defenses, will he be prohibited from passing these state lines to present his plea in the West? If so, the West will have ample man power to build its part of a national highway system.

— Build Roads Now —

NEW SYSTEM OF ASPHALT ROADS

The new system of making asphalt roads adopted by the county court at Independence, Kan., is attracting much local attention. By this method one of the big things accomplished is that it will require no more rock than formerly. This first thing is to scarify the entire surface of the road and level it up to a proper grade. Then the road is thoroughly oiled with asphaltic oil, one-third gallon being used to a square yard.

The asphalt is poured while hot and while still hot workmen on each side of the road spread over the hot surface $\frac{1}{4}$ -inch of sand. As soon as this sand is ab-

sorbed, another layer $\frac{1}{4}$ inch is spread and this is repeated until at least $\frac{1}{4}$ inch is spread across the road and is free from the asphalt.

This will make a layer of $1\frac{1}{4}$ to $1\frac{3}{4}$ inches, and when the road is completed it will look exactly like an asphalt street in the city. This will give a lasting wearing surface to every road so treated. The asphalt used will be the Mexican asphalt which has 120 penetration and is the same material which we used last year upon the Blue Ridge boulevard. The cost of this paving will be 34 cents per square yard outside of the cost of the regular road oil which is first put over the road and which would be used on the road anyhow. This means about \$2,500 a mile.

The court has already arranged for the Independence road between Independence and Kansas City and the Fifteenth Street road, between limits of Kansas City and Independence, to be treated in this manner.

— Build Roads Now —

GOOD ROADS INDISPENSABLE

Highway improvement is a business proposition with farmer and city dweller.

When it takes four horses to pull an empty wagon to town and wheat is going off in price each day; when the mail carrier gives up in despair, and the children cannot get to school, the farmer cannot help wondering how much this condition is costing him each day.

Figure as he may, he cannot get away from the fact that good roads are indispensable to agricultural prosperity.

The city dweller is alike concerned. The farm on a good road has scores of possibilities for the development of its resources to every one open to the farm on a poor road. Increased expenditures—greater buying powers.

In the early days of poverty many a county bonded itself for hundreds of thousands of dollars to secure railroads to promote agricultural development. Three-fourths of all the freight the railroads haul must sooner or later move over the public highways, and every ton so moved is costing at an average rate of 23 cents per mile.

Verily, road improvement is a business proposition—a matter of dollars and cents.

— Build Roads Now —

AUTO DEMONSTRATES ITS "HORSE POWER"

The extraordinary spectacle of a five-passenger auto rising into the air and clearing a hurdle more than four feet high, not merely once, but twice a day for a week, was the sensation of a recent horse show in Denver. Timber inclines, ten feet long and a little more than two feet high, were placed at each side of the brush-topped hurdle, the gap between their vertical faces being over twelve feet. The car, a light new model with a peculiar spring suspension, was bedecked with a horse's head of plaster on the radiator cap, and a horse's tail at the back. Driven by a regular jockey, it rushed up the incline and took the jump like a thoroughbred day after day, finishing the trying week in good condition and getting itself well talked about.—Popular Mechanics.



North American Coonley Hotel. Left—J. E. Coonley, Promoter, Hampton, Iowa. Right—L. D. Massey, Resident Manager.

HAMPTONS NEW HOTEL

Iowa and the Jefferson Highway May Well be Proud of it.

— Build Roads Now — Build Roads Now — Build Roads Now —

Jefferson Highway Promoters and tourists have reason to congratulate themselves on the installing of a first class hotel at Hampton, Iowa, on the Jefferson Highway.

Notwithstanding Hampton is, and always has been noted as a live up-to-date town, with a reputation much larger than her population, although only equal to her enterprise it will be seen from the accompanying illustrations that such a hotel enterprise is entirely beyond the

needs of a town of three thousand population.

It is frankly conceded at Hampton that without the heavy traffic passing through Hampton on the Jefferson Highway no such hotel would ever have been built and could not now be operated.

The story of its promotion is of interest, showing the determining factor the J-H was in the location.

As told at Hampton it seems that a new hotel had been needed for years,

even before the Jefferson Highway began to flood the town with a new kind of traffic, but the normal needs in the hotel line of a town of three thousand people did not attract hotel capital even to the point of investigating its possibilities.

Finally J. E. Coonley, a wholesale merchant of the town, did induce a representative of the North American Hotel Company, an organization that owns and operates numerous hotels in various



cities, to visit Hampton and size up the situation.

He was shown the proposed location for the enterprise. Conceding its desirability and availability he asked, "But where is the business to support a quarter million dollar hotel?"

But Mr. Coonley had a trump card to play at the proper time. He invited the hotel man to tarry a while in the shade of a tree on the proposed location and see what would happen.

The Jefferson Highway was only a name to him. If he had given the subject any thought he had classed it with other trails of a more or less local character with dummy organizations and little or no publicity, hence he was not prepared for what passed before his eyes in the next two or three hours.

A stream of automobiles had been passing all the time but being a city man had made no impression on him, but now Mr. Coonley asked him to note that while Hampton had her share of automobiles that not one out of ten of the stream of automobiles going past were Hampton cars.

He also asked the hotel man to pay particular attention to the license tags on the cars. Thus coached he noted while Iowa license plates were numerous, that Missouri, Kansas, Illinois, Oklahoma and many other states were represented in the passing throng.

After an hour or two of this spectacle he seemed to be impressed, but being a shrewd business man, having the responsibility of a quarter of a million dollar investment he said:

"This is an unexpected development in the situation and I must admit has its favorable bearing, but I note that not nearly all of these cars stop in town."

"That is true," replied Mr. Coonley, "the hotel hour has not yet arrived. Those who stopped wanted oil, gas or minor refreshments. Stay and see what happens between now and six o'clock. The hotel hour is approaching. Let's step out a little close to the street."

They had scarcely done so when grinding brakes were heard, a car stopped opposite them and the driver asked, "Can you tell us where to find a good hotel to stop over night?"

For the next hour between five and six o'clock this incident was repeated time and time again.

The impression the afternoon's experience had on the hotel man may be seen by looking at the two pictures shown herewith.

But the pictures do not tell all the story by any means. They do not show the splendid lobby with its high-class, comfortable furnishings. Nor the billiard hall and bowling alley in the basement. Nor the seventy-two well furnished rooms or the baths.

One must stop there to fully appreciate the first-class service and enjoy the real hospitality of Mr. and Mrs. Massey, which approaches closely that of a private home.

In order to produce light, the electrician introduces carbon in the electrical system to retard the current. Hampton in order to retard the traffic has provided a first-class hotel in the circulating system of the Jefferson Highway.

Incidentally, the Jefferson Highway has pulled to Hampton the permanent

investment of over two hundred thousand dollars of outside capital.

The stream of tourists, investors and home-seekers over the Jefferson Highway, like Tennyson's brook, runs on and on forever.

We hope this good example will be followed by other enterprising Jefferson Highway towns.

— Build Roads Now —

MOTORS FOLLOW ROADS

Almost coincident with the announcement that California has nearly \$70,000,000 available for paved highway construction in 1920 is the official tabulation of motor vehicles for the United States, showing that the Golden State leads all others in automobiles in proportion to population. California, with 493,463 motor vehicles has one to each 5.6 persons in the state.

This situation is claimed by good roads boosters to prove their contention that the highway is parent of the automobile. Automobile enthusiasts have contended that the rapid increase in the use of automobiles forced the building of good highways, but the history of highways and autos in California as evidenced by official figures indicates that automobiles follow good roads rather than the reverse.

When California, years ago, began systematic construction of a state highways system, it was argued by many that the travel would not justify the expense. Time proved that the travel increased as roads were developed and today the state finds itself with more automobiles in use per capita than any other section of the United States.

— Build Roads Now —

PUNISHMENT OF AUTO THIEVES

Congress has enacted a law with a penalty of \$5,000 and imprisonment for driving a stolen automobile from one state into another, and now comes an announcement of equal interest from the Ohio Board of Clemency in charge of paroles and releases from penal institutions that thieves who steal cars in this state for the profit they can derive may look forward to a long stay in prison when sent up for the offense.

Thefts of automobiles have been so common that the board has become convinced that the time has come to let full burden of the law fall upon the offenders.

With the new law of congress in force in due time and this policy upon the part of the Ohio clemency board there should be something for the thieves to fear. If the thieving goes on the face of it all it may be necessary to enact legislation that will put buyers of machines on their guard and make them extremely careful to get clear title to machines. The automobile is a very useful invention, but it can be put to many unlawful uses. Machines have been stolen and then used to aid in stealing of other property. Extreme care is to be taken to guard well the ownership and possession of machines against theft, which at the same time will guard against other violations of laws. It is well that congress has acted to make federal cases of all thefts of machines when they are driven from one state to another to make it more difficult for the owners to recover the prop-

erty; it is also well that the Ohio clemency board has taken note of the numerous thefts and decided to let the thieves when convicted, take all the law will give them.

— Build Roads Now —

CAMPING GROUNDS AND HOTELS

Although there has been a great deal of talk for many moons in regard to the erection of a modern, large hotel for Eureka, the hotel is yet little more than a dream. Arcata with its commodious hostelry and Fortuna with its friendly welcome have to care for many of the people who would gladly remain in Eureka, if they could but find the needed accommodations.

Then, too, the talk of a sanitary and commodious camping ground is a dream which the traveling camper will not find realized at Humboldt's county seat. The place formerly provided was little better than a cattle corral. And, if the camper was from outside of Humboldt County, especially from the south or central portion of the state, and was compelled to spend a night in the corral, he lay himself down to dream of the camp-sites of other towns where gas-plates and sanitary conveniences are provided for the comfort and welfare of the traveling public, or to lie awake and think how soon morning might come, so that he could get away from Eureka.

Some day Eureka and all Humboldt County towns will awaken to the great opportunity and financial value that accrues from catering to the wishes of the traveling public; then we will have hotels and other features that will attract people to us. Humboldt County should be the great tourist center of California. —Eureka, Cal., Era.

Note—Other towns take notice.

— Build Roads Now —

KEEPING STREETS CLEAR

In the effort to keep streets clear, so that the flow of traffic may be unimpeded, cities permit the onus to fall on automobiles. They go upon the theory that the status of the railways is fixed, the rights of street cars not to be hampered, and reform of the service given by the corporation not worth considering as a part of the program of betterment.

In such large cities as Philadelphia, for example, there are many streets on which traffic is allowed to move in but one direction. As this rule applies to street cars as well as coal carts, a blockade is rare, and when it does occur, is very brief.

More and more, the weight of evidence is against the policy of permitting parallel street car lines, with traffic in two directions, on any single thoroughfare. The car that goes north on one street should come south on another, and the car that goes west, find a second street for its eastward journey.

Moreover, there are many students of urban affairs who predict that in a few years there will be no surface tracks, and no street cars, the places of such vehicles being taken up by some type of auto-bus. Meanwhile, it seems hardly necessary to give the street cars a monopoly of every street of which they have been granted use.—Pasadena (Cal.) Evening Post.

ONE OF THE VEXATIONS OF THE MOTORIST

A Better Method of Taking Care of Detours Needed

— Build Roads Now —

— Build Roads Now —

— Build Roads Now —



Little wonder that the motorist regards with vexation, and often with a more intense emotion, the sign "Road Under Construction—Detour." Too often, even now, that sign marks the beginning of all the troubles possible for the motorist. Once off the main road, it is an easy matter to lose the way. Trails never intended to carry motor traffic are cut up and made almost impassable by the new burden of traffic. Bridges and culverts present risk to life and vehicle. By the time the traveler has solved the detour puzzle and is back on the main highway, his enthusiasm for improved road construction has been violently jolted.

With a little foresight and planning and a comparatively small expenditure of money, all this can be avoided. Traffic must be taken care of during construction. The cost of providing a safe, serviceable route around a section of a road being improved is as much a part of the cost of the improvement as is the actual cost of construction. It should be included in the engineer's estimate, and the detour be made a part of the con-

tract, unless undertaken by state or county forces. Surveys and plans should include the location of detours which will be safe and passable.

It is an easy matter to mark plainly the route selected for a detour. Temporary signs, indicating the route, should be placed at each intersection and turn. Information regarding roads under construction published in the daily papers and made available at tourist hotels, automobile clubs and chamber of commerce offices will enable motorists to avoid those roads or will prepare them for these conditions.

The condition of the bridges and culverts and of the road itself along the detour is often only the result of indifference on the part of contractors or highway officials. Bad spots in the road can be temporarily repaired. Bridges and culverts can be repaired at a moderate expense and put in safe condition.

Farms, homes and industrial or commercial enterprises along the improvement must be provided with serviceable outlets. If these are planned before the work is started, it is almost always possible to provide means of ingress and egress to those whose homes or places of business front on the proposed improvement. Construction operations can be so planned that residents along the new

road will not be shut off from the highway.

Roads are built to serve the traveling public and those living along the route. Any road important enough to require improvement carries considerable traffic, and the problem of taking care of this traffic during construction is of vital importance. Especially during the present season, with a paving program never before equaled, should the question of detours receive the careful consideration of highway engineers and officials.

Detours must be planned and built in such a manner that the motorist, arriving at the sign "Road Under Construction—Detour" will find a well marked route around the closed section over a road temporarily repaired to provide a safe, passable route back to the main highway.

The provision of such detours will do much to popularize road construction and improvement. The taxpayer and traveler will be influenced in their attitude toward the road question and especially toward those in charge of the highway work in a community by the consideration shown them. And here—in the matter of detours—is the highway official's opportunity to serve the public and to help establish enthusiastic support of road-building programs.



— Build Roads Now —

— Build Roads Now —

— Build Roads Now —

NOVA SCOTIA HAS AMBITIOUS GOOD ROADS PLAN

Motorists who contemplate a tour to Nova Scotia, will be interested in the ambitious highway improvement program soon to be carried out in the province. As outlined to the provincial legislature by Hon. H. H. Wickwire, minister of highways, this program will extend over a period of five years and calls for expenditure by Nova Scotia of more than \$11,000,000. In addition, the province will receive about \$1,500,000 under the Dominion highways act, which appropriates \$20,000,000 for road building in the several parts of Canada.

It is the opinion of Mr. Wickwire that "if we succeed, as I believe we will, in putting the roads of this province in the condition contemplated, we will have made greater progress in road construction—we will have constructed a larger percentage of roads in this province than they have constructed after years of experience in many of the states of the

Union, or any province in Canada, whose road program I know anything about."

Under the federal aid act Nova Scotia will receive about \$300,000 a year for five years which, with the appropriation of at least \$2,000,000 which the province itself must make in order to obtain the government money, will enable it to construct and improve about 900 miles of road. But this program, in the opinion of the highways board, is not satisfactory and it is recommended that Nova Scotia's goal be at least 9000 miles of improved highway before 1925.

At present the province has 15,263 miles of road, divided into two classes. Class 1 includes that mileage commonly known as trunk roads, or those connecting counties and the chief roads of the counties themselves. The total mileage in regard to the roads in class 1 it includes the rest of the roads, 11,263 miles.

In regard to the roads in class 1 it is proposed that in addition to reconstructing and completing the 180 miles yearly provided by the federal aid act the province shall reconstruct on its own account a further sixty miles annually, or a total of 1200 miles in five years. There will then be left 2800 miles of roads of this class requiring treatment. It is planned that 560 miles of these be taken in hand each year for five years. By the expenditure of \$1500 a mile they can be brought to the point of surfacing with gravel or other suitable material. In regard to the roads of class 2 it is proposed that preliminary work to the extent of \$500 a mile be undertaken on 1000 miles each year for five years. The standard in view for class 1 is a well-drained, well-shaped, well-graveled road; the standard for class 2 is a similarly constructed earth road.

TIMELY TOPICS AND ITEMS OF INTEREST

Along the Jefferson and Pikes Peak Highway

— Build Roads Now — Build Roads Now — Build Roads Now —

Every town on the Jefferson Highway has its points of interest to the observing tourist—things that many times have become common every day affairs to the resident of long standing, but speaking strongly of the towns personality.

While spending a few hours in Indianola the other day, four such items of interest were observed, which stamped Indianola as an up-to-date modern community.

It happened to be Flag day and when we entered the city it was profusely decorated with hundreds of flags. They were not displayed in a haphazard manner. They were all the same size—about two by three feet placed at equal distances on all the business streets on staffs about four feet high. An examination revealed that holes had been drilled into the sidewalk, at the curb, into which had been fitted short pieces of pipe. When the town is to be decorated for any occasion, the flag signal is sounded by a whistle at the city power plant, and in five minutes, every flag is in place. It was also noticed that when sundown came the flags were taken down and carefully rolled up, ready for use the next time the call came. Indianola knows how to properly honor the American flag.

The second point of interest noted was that full sized ornamental lamp posts and guide lights had been installed in the center of the street at each intersection, for the control of auto traffic. It is said that this system has proven eminently satisfactory.

It was also noted that when the streets were paved all the alleys were paved, and that they were perfectly clean.

The fourth item of interest was that when the ice man delivered the ice he first carefully washed it by the use of a small hose attached to a small tank of water on the ice wagon.

Any stranger in the city observing these things, could not escape the conclusion that Indianola must be a good place to live. If in addition to being a tourist, they happened to be home seekers this favorable impression might lead to further inquiry, which would reveal the fact that Simpson College was located in Indianola.

Many people travel in automobiles seeking homes. Indianola is well worth the attention of that class of travelers. When a town paves the streets and alleys, keeps them clean, controls its auto traffic, knows how to do honor to Old Glory and has the ice man wash the ice, it is no accident. It is safe to conclude that real people live there in real American homes.

— Build Roads Now —

Osceola, Iowa, June 12, 1920.

My Dear Mr. Clarkson:

I have before me the last issue of the Modern Highway and I wish to congratulate you upon the first article giving your testimony before the senate committee relative to the Townsend Bill.

I consider it extremely fortunate that

the Jefferson Highway had such a representative and that the future progress not only of the Jefferson but of other highways has been advanced by your presence in Washington.

Locally the work on the Jefferson is in progress on "Government Project No. 33" south of Osceola, and in a few weeks we shall have to advise tourists of a detour to the west of the present road. This detour will probably be necessary all summer but the new road when completed will be very fine and will eliminate the worst hill between Winnipeg and New Orleans on the Jefferson, i. e., the so-called "Wade Hill."

Delegations have been calling upon me from New Virginia, a town directly north of Osceola on the "Star Road," which is a road 9 miles shorter between Osceola and Des Moines, and they talk of putting this road in shape to compete with the J-H and perhaps eventually organize a contest and put in a plea for a change of the J-H.

I have promised them that if they will put the road in shape so that they are willing to have you see it, that I would ask you to go over it with them sometime when you were passing through.

Yours very truly,

E. G. BANTA.

President Clarke County
Jefferson Highway.

— Build Roads Now —

Carthage, Mo., June 12, 1920.

Dear Mr. Clarkson:

In the June number of the Modern Highway I noticed and read with special interest your testimony before the senate committee, as to the merits of the Townsend Bill.

It is needless to say that your able and convincing testimony must have most favorably impressed the committee.

I very much enjoy the Modern Highway magazine and the June number I shall pass around to my neighbors.

With best wishes, I remain,

Sincerely yours,

S. F. TURNER.

— Build Roads Now —

Baton Rouge, La.

Dear Mr. Clarkson:

I read with great interest your answers in hearing Townsend Bill before senate committee. It is a pleasure to work in concert, with one so thoroughly posted and as energetic.

With kindest regards,

CHAS. A. McDONALD.

— Build Roads Now —

Melville, La., June 15, 1920.

Dear Mr. Clarkson:

I have been so very busy that I have not had time to do any writing, consequently have neglected writing you as to the progress of the "Jefferson Highway" in St. Landry Parish, La.

We have commenced the construction of the Melville-Palmetto link, and will

complete the dirt and concrete work by the first of November, and will let the road-bed settle before putting on the gravel.

The link continuing to the Avoyelles Parish line has been surveyed and as soon as the project is approved by the federal highway department will advertise for the bids for construction.

We are laying the gravel through the town of Melville, that is, from the river to the west boundary of the town, 1.29 miles.

The highway department made its report to the governor as to the location and an estimate of the bridge across the Atchafalaya River, but the legislature hasn't taken any action on the project yet.

Yours very respectfully,

H. S. JOSEPH, M. D.

— Build Roads Now —



On the J. H. Near Winnipeg, Canada.

— Build Roads Now —

ADDRESSES COLORADO SPRINGS, COLO., AUTO CLUB MEMBERS

C. F. Adams of Chillicothe, Mo., wholesale grocer, president of the Chillicothe Chamber of Commerce, and president of the Pikes Peak Ocean-to-Ocean Highway Association, was the principal speaker at the open meeting of the Colorado Springs Automobile club held at the Elks club yesterday noon. Mr. Adams is a good-roads enthusiast of national reputation, and has been reelected to the office of president of the Pikes Peak Ocean-to-Ocean Highway Association for the seventh time.

Mr. Adams referred in general to the value of good roads to the communities served by them, and in particular to the advantage of the Pikes Peak Ocean-to-Ocean Highway to the section of the country through which it passes. The speaker stated that the road has been selected by the United States government as the east and west national highway.

Going into the second main part of his address the speaker unfolded to the automobile club the plan proposed for cooperation with the Jefferson Highway Association. He stated that some time in the future J. D. Clarkson of St. Joseph, Mo., joint manager of the two highway associations, would be in Colorado Springs, and he urged the automobile club and all others interested in the up-building of good roads to lend their heartiest support to Mr. Clarkson in his work.

Under Mr. Clarkson's direction, it is planned to carry out the new organization for good roads programs in the states of Colorado, Kansas, Missouri and Illinois.

— Build Roads Now —

MASON CITY MIGHT WELL FOLLOW MOVE MADE BY NORTHWOOD

They do things up at Northwood.

Plans have been completed for a public parking space for tourists there and all arrangements for its opening are very nearly completed.

The park will be easily accessible to all motor travelers and large sign boards and detour marks will lead the driver to its shady trees and welcome camp sites.

Suggestions have been made at numerous times that such a thing should be done here and committees have been appointed from nearly every one of the multitudinous associations, but no action has been taken.

The tourist season is here and hundreds of cars will soon be running along the length of the Jefferson Highway and every other highway. The road with the largest number of natural wonders, the one which displays the greatest desire for tourists and the one which makes arrangements for their comfort, will be the one which will benefit.

And as one route will benefit over another, so will one city on the same highway receive business and visitors that will be passed by others.

Mason City has raised money for a band and has engaged players. It has failed, however, to build large signs at every entrance to the city telling that concerts will be given twice daily and it has also failed to provide for a space for the visitor to stop.

— Build Roads Now —

Stanberry, Mo., May 19, 1920.

J. D. Clarkson, St. Joseph, Mo.

Dear Sir: I now am living in the City of Stanberry and am doing all I can for the Jefferson Highway. Have got the people interested and have graded two blocks in good condition and expect to keep on with the good work if health will permit.

I am sending you a check for \$5.00 for my dues.

Yours truly,

W. C. HALL.

— Build Roads Now —

St. Joseph, Mo.

Within the past two weeks two reports have come into the office of the Modern Highway magazine as to the bad condition of the Pikes Peak Highway near Macon, Mo.

A traveling salesman who covers all of that section of Missouri stated that this road was "the most rotten stretch of

road in all his territory," and that one farmer near the worst part was charging tourists \$10.00 each for pulling autos out of the mud.

He stated this stretch of road had been in this same condition for months and seemingly no effort made to improve it. He also stated that he had made a report of its condition to the State Highway Commission in hope that they might find some means of correcting it.

Within the past week this statement as to condition of this section of road has been verified by a tourist who made a stop at the headquarters especially to report on it.

The above reports also seem to be verified in part at least by a letter just received from Mr. C. F. Adams of Chillicothe, Mo., president of the Pikes Peak Highway Association.

It certainly seems that local pride and the desire to show visitors that Missouri is a good state to live in should prompt the people of that section to use every means to have the condition of this road looked into and if statements above are true, to have it improved at once.

— Build Roads Now —

A SILENT MONITOR

At Leon, Iowa, upon getting into the auto bus, one sees the sign

FARE ON PAVED STREETS, 25c

FARE ON UNPAVED STREETS, 35c

This 40 per cent additional fare is a silent monitor, suggesting the improvement of streets and roads. It is too bad the sign could not be given more publicity, so that more people could see this eloquent sermon on economy in transportation.

However, Leon is not a preacher only, but also a performer. South of the city, on the Jefferson Highway, a very dignified road project is under way. Over \$100,000 is being expended for a bridge, a deep cut and long fill, whereby a grade crossing is being changed for an overhead crossing for the railroad.

The Leon Chamber of Commerce is active in community work, under the leadership of President G. W. Baker. For the moment, special efforts are being directed to the securing of a \$100,000 hospital for the city.

Leon scores 100 per cent on membership payments for 1920.

— Build Roads Now —

H. M. Stanton of Bemidji has resigned as secretary of Commercial Club to accept a similar position with the Grand Forks, N. D., Commercial Club.

We regret losing Mr. Stanton from Jefferson Highway territory but wish him all kinds of success in his new location.

— Build Roads Now —

A HIGHWAY PIONEER PASSES.

It was with a great shock that we heard of the tragic death of H. C. Osterman, field secretary of the Lincoln Highway which occurred on that highway June 7th, near Tama, Iowa, caused by the overturning of his car.

For years Mr. Osterman has been traveling over the Lincoln Highway in the performance of his duties, having made nearly a score of round trips from the Atlantic to the Pacific, and it seems the irony of fate that he could not have been permitted to live to see the completion of the great enterprise in which he played so strenuous a part. The organization of which he was a part will

miss his skilled and experienced services and find him hard to replace.

Mrs. Osterman, who was making her first transcontinental trip with him, was staying overnight with friends in Tama, and escaped the accident.

— Build Roads Now —

William Clark,
Pres. Automobile Club,
Care Aunt Jemima Mills Co.,
Plant No. 1.

Dear Sir: For the information of those who may wish to follow the Jefferson Highway north through Minnesota will say that the Jefferson Highway from here to Lamoni, Iowa, while possible, is in bad shape between Albany and Bethany. From Lamoni to Leon, a detour is made on account of the highway being under construction. From Leon on through to Mason City good time can be made, and from Mason City to Minneapolis, unless there have been recent rains, excellent time can be made, as the road is in good condition.

Yours very truly,

C. L. SCHOLL.

Editor's Note—Since above letter was written the general manager, Mr. J. D. Clarkson, has been over this road from Albert Lea, Minn., to St. Joseph, and reports improved conditions all along the line.

— Build Roads Now —

Carthage, Mo., June 10, 1920.

Dear Mr. Clarkson:

Mrs. Blair and myself, with one son, expect to drive to Minnesota, starting early in July.

We have never been in that north country, and shall rely upon the Jefferson Highway; we know what that is in the south country, and feel safe in following its markings.

We hope to find a place to which we and the young Blairs and sons of Blairs may go during many coming summers.

I am hoping to find something suitable, and build or buy a cottage. I find there is a boat factory at Alexandria, Minn., making row-boats for outboard motors, and I want one like I saw of their make, on Lake Taneycomo, Mo.

I want to ship from here, by express, my boat motor, to some point in Central Minnesota, and from which point it can be forwarded to me by express when I get located, and after-I shall have bought boat.

Can you suggest some person in your acquaintance, at some point 100 miles or so north of Minneapolis, to whom I could send my motor trunk, and who would be willing to forward it by express, when requested, a little later.

I, of course, would care for any storage charge, and no liability to attach to any friend of yours who would for your sake, aid me by receiving the shipment until I can give directions for forwarding.

This may be an unusual request, but we want to utilize the highway as far as we can without imposing upon its officers too much.

Yours truly,

C. A. Blair.

NOTE—We are always willing to go to the limit on such inquiries and requests as this. We know the Minnesota Jefferson Highway Neighbors will look us up.

Mr. Blair was told where to ship his boat motor. If anyone else wants similar information all they have to do is to write.

THE MODERN HIGHWAY

Published Monthly by
JEFFERSON HIGHWAY ASSOCIATION

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Address Communications to St. Joseph, Mo.

J. D. CLARKSON
Editor

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Volume V

July, 1920

Number 6



About Our Advertisers

We wish to call the attention of The Modern Highway subscribers to the fact that our advertisers are worthy of patronage.

We do not solicit or accept advertising on a charitable or philanthropic basis. Neither do we accept fake advertising. We propose to return to the advertiser every dollar he spends with us and a good fat dividend also.

The bigger these dividends the more advertising we will get for The Modern Highway. So every one of The Modern Highway subscribers will serve his own interests best by trading with our advertisers.

When road building machinery or materials are wanted write to our advertisers for particulars and prices, and tell them you are a Modern Highway subscriber. When an automobile, truck, tires or supplies are wanted do the same.

When traveling on the highway take the latest issue of The Modern Highway with you and stop at garages and hotels which thing enough of your patronage to advertise in your paper.

Co-operation between our advertisers and our Modern Highway subscribers is a game in which everybody wins.

THE MODERN HIGHWAY.

WE ARE FRIENDS OF THE "PINE TO PALM"

One year ago the Jefferson Highway did not run through Stanberry, Missouri, but missed us by about ten miles to the east, and while our business men and farmers and civic organizations looked wistfully to the east and wondered why such an important a factor as a highway traversing the continent from the pines of Canada to the palms of New Orleans and going entirely through Gentry County from the north to the south, yet missed the most populous city in the county. We will remember that about the first of April, one year ago, a young man, C. A. Greenlee (better known as "Claud") then assistant cashier of the Farmers & Mechanics Bank, was elected president of our commercial club, much against his will, and he immediately proposed that we relocate the J-H through Stanberry, but was met with "We would like to have it but it can't be done," but he rolled up his sleeves and with a bit of a grin he tackled the thing that couldn't be done and he did it. Be it said



C. A. Greenlee

to the everlasting praise of the business men, farmers, civic organization of ladies, railroad men, churches and schools, never did anybody shirk until the job was done. More than 250 five-year memberships were sent in from here and each township through which the J-H would pass voted sufficient amount of bonds that when matched with federal aid would construct a hard surface road entirely across the county. A number of individuals rendered invaluable service; Edward Temple, W. C. Hall, J. J. Cain, Wm. Hatheway and S. W. Hatheway deeded right-of-ways through their farms, a great number of people gave right-of-ways to widen roads and round corners, \$4500.00 was subscribed on a new bridge. Such men as H. Welch who furnished a car and a driver and gasoline from his garage free whenever the president of the club called upon him, and I. F. Broderick, M. T. Hall, Dr. Crockett and G. W. Rose, who gave their time and energy deserve special mention. Isaac Haas, F. R. Wrenn, W. E. Teel, George Morton, L. E. Holding, L. E. Miller and in fact the whole community stood firmly behind the actions of the president of the club. The city government has ordered nine more blocks of paving to be done on the J-H where it enters and leaves the city. A number of the far sighted who foresaw the advantages of the J-H organized the Gentry County Trust Company (which is the only institution of its kind in this county) bought the best business corner in the city, beyond question (by which the J-H runs) and are busily engaged re-

modeling and fast nearing completion one of the neatest and most up-to-date banking institutions in Northwest Missouri. Mr. Greenlee has been elected secretary-treasurer of this institution and no little mention should be made of ex-County Judge S. H. Dresbach who has been elected president of the institution. This man even deeded the right-of-way on which his house stood for the use of the J-H, but says whenever it becomes necessary to move the house to just say, "Be ye removed, and it shall be so."—Stanberry Owl-Headlight.

— Build Roads Now —

DENNISON PROTESTS

Denison, Texas, June 12, 1920.

Mr. J. D. Clarkson, General Manager
Jefferson Highway Association,
St. Joseph, Mo.,
Hon. Paul Nesbitt, Vice-President
Jefferson Highway Association,
McAlester, Okla.,
Mr. H. H. Ogden, Muskogee, Okla.,
Mr. W. F. Dodd, Caddo, Okla.,
Mr. H. B. Campbell, Welch, Okla.

Gentlemen: Bryan County, Oklahoma, has voted bonds and asks for federal aid to build roads in that county, one of which was to be the Jefferson Highway from the county line north of Caddo to Red River through Durant, Calera, Colbert, and to the bridge north of Denison.

There has arisen a controversy apparently due to an effort on the part of some interests to build the improved road from Durant along the M. O. & G. through Achille and Kemp City to the Carpenters Bluff, combination railroad and wagon bridge of the M. O. & G., which is only a one-way side drive. The mileage on the route proposed is 5.9 miles longer than the present route of the Jefferson Highway, which comes directly from Durant through Calera and Colbert to Denison; furthermore, there is no Texas state highway that reaches Carpenters Bluff bridge, while the old established Texas state highway does reach the bridge north of Denison between Denison and Colbert. The object of this letter is to put you gentlemen on guard in case you should be approached relative to relocating the Jefferson Highway between Durant and Red River. Please bear in mind that there is no Jefferson Highway between Denison and Carpenters Bluff.

Very truly yours,

Signed.

W. N. KING.

President Texas Division.

— Build Roads Now —

Iowa Falls, Iowa, May 28, 1920.

Dear Mr. Clarkson:

We are enclosing the remainder of our quota of five-year memberships.

Was very glad you could address our men at the noon luncheon.

Many of the men who were interested in the organization of the Jefferson Highway have moved away, new ones taking their places, so that your talk was especially valuable.

The Jefferson through South Franklin County and part of Hardin has been in notoriously bad condition much of the time, to our everlasting chagrin and regret.

The primary road north and south through Hardin County was brought to a standard grade from one to three years

ago. Through lack of drainage and surfacing the black "slough dirt" grade usually presents either a deep rut or deep mud.

This year Hardin and Franklin counties each have about \$145,000 to apply on less than 65 miles of primary road, I believe.

Drainage and a little gravel would make a good fair road through this flat district.

We expect to make a vigorous effort to persuade the county board and the highway commission to put this road in better shape. In case you find it convenient to call the attention of the highway commission to the condition of the grade through this county it will be greatly appreciated.

Very truly yours,

B. E. PURCELL,
President.

— Build Roads Now —

LIVONIA CONSOLIDATED HIGH SCHOOL

Livonia, La., May 13, 1920.

Jefferson Highway Association,
St. Joseph, Mo.

Gentlemen: I have your letter of some time ago, in answer to my letter to Mayor Berhman of New Orleans, La., relative to the general condition of the Jefferson Highway and may I not at this time thank your good selves for the full information you gave me and may I not assure you of my most hearty appreciation. I am sure your splendid work is doing much to bring closer together the people of the north and south, then too, he who will but ask, can get the information necessary to make the drive over the "Jefferson Highway" more enjoyable and he will know just where to find good hotels, etc.

You will be glad to know that I have never before received such complete information, relative to a road as I received from your association and so I cannot help but appreciate this to the fullest meaning of the term and on my way north I shall not forget to stop as per your invitation (for which I thank you) and let us rest assured I shall see to it that you all have a good smoke.

Inclosed please find P. O. money order to the amount of one dollar to cover subscription price for your most valuable monthly magazine of information.

With my thanks and all good wishes may I not remain,

Very respectfully yours,
AUG. H. ROHLF.

— Build Roads Now —

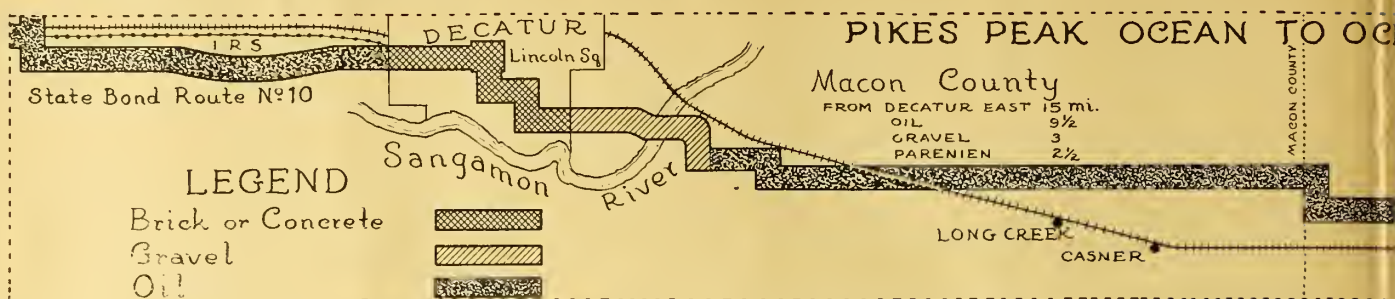
PIKES PEAK AUTO RACES

Colorado Springs, Colo.—Automobile races for stock cars up the motor highway of Pike's Peak, suspended during the war will be resumed this year if plans under consideration by local business men mature.

The Pike's Peak races have been one of the most spectacular events in sporting annals of the West, and a large entry list is expected from manufacturers all over the country.

It is expected the race will be conducted early in September, the events being divided into classes of different piston displacement.

Plans are also being made to have motorcycle races included in the program.



DOES THE PAINT BRUSH TRAIL GET ANYWHERE?

There is a Wide Difference of Opinion as to Its Value

By E. T. COLEMAN, Decatur, Ill.

Experience teaches that it has and will continue to do so.

Governor Edward F. Dunne of Illinois was wont to refer to the marked trail with mild sarcasm as "the paint-brush highway." Governor Dunne was chief executive of Illinois at the beginning of state activity in highway improvement. He was strong for the improvement of highways but he did not quite get the spirit of the marked trail. He was unable to see how the painting of colored bands on the telephone poles along a highway made the going on that particular road any better. Perhaps we have all felt that way about it at times.

Does the paint-brush trail get anywhere? We all recognize the fact, of course, that the marked highway starts someplace and goes somewhere, and that the tourist who follows it will ultimately arrive. Usually these highways are laid out with excellent judgment and are logical routes. We have all learned that a marked highway draws traffic like a magnet merely because it is marked. We have observed also that these organized marked highways attract the respectful attention of state highway officials when they come to locate the state trunk lines, and that the better these highways are marked and the better they are organized the more consideration they receive. But does the marking of a highway make a better road of it? Does it lead to the material improvement of the highway? It is interesting to note what has occurred in one case.

When the Pikes Peak-Ocean-to-Ocean Highway was laid out across Illinois it followed unimproved earth roads. There was no pavement except through the cities and most of this was badly worn brick street. Even the road drag and the leveler were strangers to most of the roads. The highway crosses eight corn belt counties. Illinois corn belt soil plays a tremendous part in feeding the world, but oh, how muddy it can get when it rains, and it requires a great deal of rainfall to raise corn. Illinois roads are straight and wide and practically free from hills, but for ninety years the people who dwelt on the prairie

farms despaired of their being anything better than "mud-roads."

The chief influence which the Pikes Peak-Ocean-to-Ocean Highway has exerted has been a moral one. The organization has not been definite, closely knit or powerful enough to exert political pull or push and the funds have been merely enough to pay postage. The Illinois division meets once a year in Springfield. The meetings are interesting but small in attendance and short. The fifteen or twenty people who annually attend get a good deal of inspiration, but a meeting is adjourned early so that they can make the afternoon trains and they hurry back home to get busy with their own affairs.

This highway has improved steadily from the time that it was laid out across Illinois. Sometimes the improvement was so slow as to be almost imperceptible but the road got better year by year. The county directors used moral suasion with highway commissioners. The townships had a good deal of pride in the road. The road drag, the leveler and the grader came into general use to make earth roads better. Year by year the traffic became heavier and ordinary methods of earth road improvement of less avail. Here and there townships voted bonds for paving or graveling a few miles of road. Then road oil came into use making possible the improving of long stretches of road at comparatively small cost. The state aid scheme of building roads on the installment plan was invoked in a few instances and more good road was made in that way.

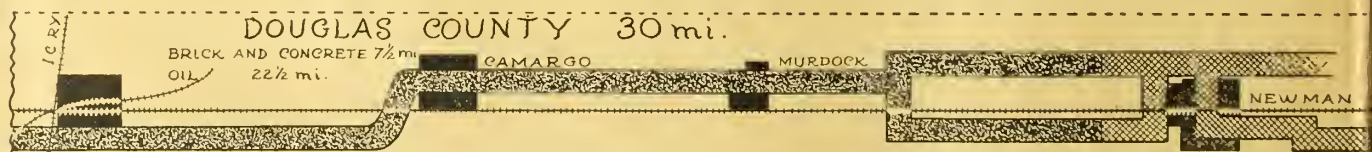
The completion of the state aid grading and oiling of the Ocean-to-Ocean highway through Long Creek township this year will make the eastern half of the Illinois division of this great transcontinental highway a really fine road from Decatur to the Indiana state line. It will then be a joy to the tourist to drive across the four counties of Edgar, Douglas, Piatt and Macon. He will cease to draw invidious comparisons between the narrow, crooked, and often steep and bush-hidden hard roads of Indiana and

the wide, straight, smooth highways of Illinois. Of course forty-eight and a half miles of the road from Decatur to the east edge of Edgar county will be oiled road, but we have all learned to know the quality of oiled road at its best and this will be oiled road at its best. Of the rest, twenty-seven and a half miles will be gravel and eleven miles of the best modern type of brick and concrete pavement.

The tourist is warned that he may find some short gaps in this ideal highway during the early part of the summer. There is a mile of brick pavement leading out of Atwood in Piatt county that will be under construction this year. There is a mile and a half of township line road in Edgar county that is not now graveled. L. E. Adams of Hume, reports that he has the promise of both the county superintendent of highways and the highway commissioner that this short stretch will be graveled this year.

The improvement of the east section of the Illinois division has been going on steadily ever since it was marked as part of the Pikes Peak-Ocean-to-Ocean Highway. The counties and townships along the line have been pegging away steadily at it. Edgar county has been graveled and macadamizing, Douglas county has been putting down brick and concrete pavement, Piatt county has been oiling. This year Douglas county temporarily bridges its unpaved gap with oil, Piatt county begins paving, and Edgar county completes its gravel.

Macon county was the last of the four counties to take up the systematic improvement of its share of the road. It is fifteen miles from Lincoln Square, Decatur, to the Piatt county line. Two and half miles is paved street in Decatur. This is followed by three miles of old and for the most part very good township gravel. The gap of nine miles of earth road across Long Creek township has at its worst been a nightmare and at its best a thing to be endured. Happily that is being remedied and it will soon be scientifically graded, drained and well oiled.



JEFFERSON HIGHWAY IN EASTERN ILLINOIS

Platt County 17½ mi.

OIL
PAVEMENT

16½ mi.
1 mi.

PIATT COUNTY
DOUGLAS COUNTY

Hammond

ALWOOD

C.I. & W.R. TUSCOLA

Platt county was one of the first counties in Central Illinois to use the grader and the road drag as a means of bettering its earth roads. With the advent of road oil Platt county early began the use of that, with the result that the county has had for several years more miles of excellent highway in proportion to its area than any other county in the central group. The seventeen miles of O. to O. highway in Platt county has been a fine, usable road under almost any sort of weather conditions and it will be re-oiled this year.

The O. to O. highway skirts Platt county on the south and is therefore remote from the county seat. Its improvement has therefore been purely a local proposition. The county has been energetically building state aid brick roads as fast as its resources would permit. This road has been distributed about the county giving each town a small share of it. This year a mile of the paved road will be laid on the Ocean to Ocean highway leading west out of Atwood.

Douglas county has almost even thirty miles of this highway, including north and south jogs. The road cuts through the heart of Douglas as it does of no other county till it reaches Macon. The county has therefore done some of its best road work on the Pikes Peak-Ocean-to-Ocean Highway. Seven and a half of the thirty miles have been paved with brick or concrete. Three and a half miles of this pavement are at Tuscola and it does not include any city street. Four miles are in Newman township, this including the paved streets through the town of Newman. All of the rest of the highway through that county will be oiled this year.

Edgar county has twenty-four miles of the O. to O. highway. All of it but a mile and a half is now gravel or macadam and that mile and a half will be graveled this year. This will bring the tourist from the Indiana macadam road to the paved highway leading through Newman. A considerable portion of the Edgar county section, that in Ross township in which is the town of Chrisman, is a fine, water bound macadam road. The rest of it is well graveled.

It must be borne in mind that the Ocean to Ocean highway crosses the north end of Edgar county twelve or fifteen miles from Paris and it does not lead in the direction of Paris. The highway is of no considerable interest to the county as a whole. Its improvement has

therefore been the work of the individual townships crossed by it. The neglected mile and a half not graveled till this year was a bit of township line road.

The eastern half of the Illinois division is especially mentioned and described in some detail because its improvement has been almost purely a local matter, township or county, mostly township. It has had no adventitious aid from state or federal sources. Even some of the short state aid sections were built wholly at the expense of the county with the hope of refund from the state later. The section west of Decatur, on the other hand, is most of it, part of the state bond system and was slated for pavement eighteen feet wide this year. The program was halted because of high cost but this will undoubtedly be the next road let. The improvement of the eastern section will go on. The oil, gravel and macadam will give place to concrete and brick. It is the great natural and logical route across Illinois from east to west.

— Build Roads Now —

VALUE OF MARKED HIGHWAYS

When Mr. Clarkson, general manager of the Jefferson Highway, spoke to the directorate of the Chamber of Commerce recently of work of the Jefferson Highway, he made the statement that every party of tourists which passed over the Jefferson Highway spends \$1.25 per hour. This had been ascertained by a series of reports concerning a number of different tourists who kept account of their expenditures from the time they came on the Jefferson Highway until they left it.

Most of the tourists stop in Mason City more than an hour, and it is highly probable that they spend more than the average of \$1.25 per hour here, where they may secure the best of everything needed. They get their meals here, they buy shoes, collars, ties and other clothing, they purchase waists and dresses and other garments, and they buy gas, auto accessories, tools, repairs, almost everything, and always a cool drink or other viands of the restaurateur.

The direct benefit of marked highways like the Jefferson is much greater than the average person would imagine and Mason City should be vitally interested in helping promote its hard surfacing in other places than Cerro Gordo County.

Not only do these tourists spend considerable money in a retail store, but they become a prospective resident, a prospective buyer of articles manufactured or jobbed here, or perhaps a purchaser of city or farm property near by.

Cerro Gordo has set the pace in paving these highways east and west and north and south, but her obligations do not end here. The chief object of these roads, of course, is for the people of the county, especially the farmers, to get their goods to market, but a paved road in this county alone is not nearly so valuable to Mason City as one hundred miles of a continuous stretch in all directions. It is to help promote this hard surfacing that Mason City good road enthusiasts, and especially others who most benefit by them, should take membership in the Jefferson Highway and the other roads as well.

These highways are more valuable to Mason City in proportion to the interest which other towns along the lines take in them.

Little Falls, Minn., has 200 memberships in the Jefferson Highway; Cambridge, Iowa, a town of less than 1,000 inhabitants, has 60 memberships.

Mason City should have not less than 100 memberships to the Jefferson Highway, and at least 200 men in the other three.

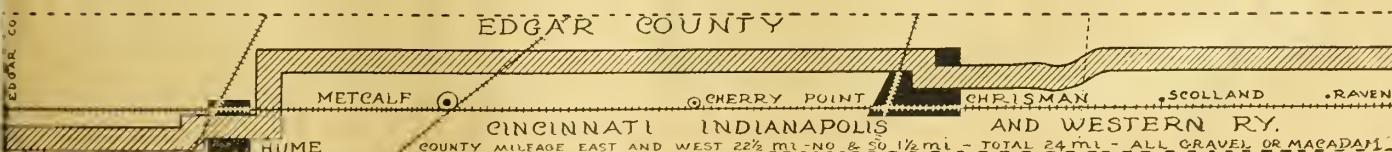
If these highways were to be diverted so as not to pass through Mason City, Mason City boosters would hustle and secure 2,000 memberships to get them back.—Mason City Gazette.

Editor's Note: Mason City made it 125 members for the Jefferson.

— Build Roads Now —

AKRON HAS LARGEST GARAGE

Akron, that enterprising Ohio city, where most of the tires are made, has a new reason for distinction in the automobile world by reason of an immense garage just opened, which is claimed to be the largest in the world. It is six stories high, 400 feet long and 150 feet wide, and will accommodate 3,500 cars. The problem of entrance to the upper floors was admirably taken care of by building the garage abutting one of Akron's numerous hills, so that each floor has a doorway on the street. Doors are operated by compressed air and the roof is made so that aeroplanes may park thereon.



TO GATHER HISTORIC FACTS OF STATE FOR HELPS TO TRAVELERS

Routing the Jefferson Highway to the Canadian border and giving all the interesting historical facts as well as the road and hotel data encountered en route, T. Glenn Harrison, Automotive editor of St. Paul Pioneer-Press and Dispatch and Ivan Coppe, secretary of the Ten Thousand Lakes association passed through St. Cloud late yesterday.

The Jefferson is the first highway these men began routing about four weeks ago. They then finished the southern part of the state on other routes and expect to make the Canadian border on this trip if the roads are in passable condition.

STUDY INDIAN LORE.

This is the first time that any such undertaking on such a large scale has been attempted according to Mr. Harrison.

"Years ago Baedaker of Germany was the only one who published any data which was considered authentic regarding the historical spots in any locality," he said. "Feeling that Minnesota is just as full of historical data and as much interesting Indian lore as any other state the Pioneer-Press and Dispatch and the Ten Thousand Lakes association collaborating on this project.

"As soon as the Pioneer-Press and Dispatch have published each week's trip the Ten Thousand Lakes association collects the data and will reprint it in booklet form."

COVER ENTIRE STATE.

Before the summer is over the entire state will have been mapped and routed and every motor tourist who enters the state will be enabled to obtain one of these highway booklets which will contain the data that he is the most interested in, according to Mr. Coppe.

"We are gathering the information along the route as to the spots of interest in each locality and will publish it in the form of a booklet devoted to each highway," he said.

"For instance the tourist is interested in knowing that Stearns County is

named for the Hon. Charles Thomas Stearns, member of the council of the Territorial legislature but that it was originally intended to name it after Governor Stevens. In the enactment of the bill the change was made and when the bill had passed it was decided to let it stand as the name was one well worth while perpetuating.

FIRST BOOKLET IN JUNE.

"The very name of the City of St. Cloud is a reminiscence of Napoleon the Great's consort, The Empress Josephine, who spent most of her time at the magnificent palace of St. Cloud, a few miles west of Paris. Originally, of course, the name came from the youngest son of King of Orleans, Clodvald.

"It is this information that we will give the traveler and it is this information that the traveler wants to know."

They expect to issue the first booklet on the Jefferson Highway by the middle of next month.—St. Cloud, Minn., Press.

— Build Roads Now —

SELLING GOOD ROADS

Recently the Missouri Good Roads Federation met in conference in Moberly, Mo., to consider the proposal to have Missouri issue \$60,000,000 in bonds for the construction of hard-surfaced roads throughout the state. The campaign for that purpose is well under way. Sentiment all over the state is forming in favor of it. Doubtless the unusually wet spring and the continuance of muddy roads far beyond the usual season is having much to do with making the people of both town and country realize the value of better roads. It will require such realization to get out the necessary number of affirmative votes. Voting on special propositions is small compared to the number of regular ballots cast. The people must take an interest either for or against a proposition to mark their ballots. It requires special interest to have them mark affirmatively. Many voters who do not understand a special proposition vote against it on general principles. There is a lot of that sort of ignorant negative vote to overcome at all bond and amendment elections. This

makes an educational campaign necessary to get anything adopted.

Often, it might almost be said usually, the special propositions at the bottom of the ballot are of more importance and more vitally affect the welfare of the voters than the names on the larger part of the ballot above, but the general tendency of the people is to take more interest in distributing offices than in determining policies, and for that reason a thousand vote for somebody for sheriff while but half that number vote for or against good roads, a question vitally affecting their own living conditions. It makes mighty little difference to the ordinary farmer who is elected sheriff, but it makes a great deal of difference whether or not he has a hard-surfaced road over which he can haul his products to town any day of the year, with a full load, and over which he can take his family to school, church and other features of the social life of his community. It will be the duty of the federation to "sell" good roads to the people of Missouri so completely that they will go to the polls and vote for them.

— Build Roads Now —

FIRST ROADS

Another thing the breakdown of railroad transportation should impress upon the farmers of Iowa is the necessity of developing alternative means of transportation, especially since anybody can see it is only a matter of a few years until these alternative means will be developed anyhow.

Water transportation can be mentioned, and should not be lost sight of, but the big thing is land transportation by motor truck over hard surfaced roads.

Antagonism to road surfacing still exists in parts of Iowa, and weirdly enough it is based on economic reasons. But what economic reason could be cited equal to that afforded by the experience of the last few months, when banks in Iowa were harried, business in general was hurt, and farmers lost millions of dollars all because the country's railroad system was unable to give Iowa service?

Nobody questions the coming of overland motor transportation on a big scale. If the war did nothing else worth while it demonstrated the unlimited utility of the motor truck. But this kind of transportation, which in some cases will be auxiliary to and in other cases superior to railroad transportation, will come last to the regions that are last in building hard roads.

If the people who lost money in Iowa during the last few months because there was no transportation were taxed that much to build motor roads they would doubtless feel wronged, but both they and the state would be better off today if the money they lost had been spent the other way.

The Register is not urging a tax or suggesting any other means of paying for roads. It is merely emphasizing again that real transportation at the right time is absolutely essential to Iowa, that motor transportation is the coming thing, that roads are the prerequisite, and that lack of good roads is costing more every year than upkeep would cost in ten.—Des Moines Register.



One of the \$60,000,000 Bond Issue Roads.



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Stanberry, Mo.

POOR ROADS EXTRAVAGANCE

Appropriation of \$500,000,000 Asked for Highway Betterment

By HENRY ROBERTS Director of Lee Highway Association.

We believe that this is a time for rigid economy. The reservoirs of waste have never been so filled as in the last two years. A prodigality which is positively criminal has characterized and now characterizes the general attitude of the country; and of all the vehicles of extravagance none has approached the government itself. The extension of governmental extravagance to the people themselves is one of the chief causes of the high cost of living, because extravagance is always accompanied with laziness. We do not doubt that there is an established relationship between prodigality and inefficient labor which can be clearly traced not only in the factories of the nation, but also on the farms and in all industry.

Economy is quite a different thing from mere abstinence from money-spending. It is not economy to use antiquated machinery. It is not economy to refrain from investments which in themselves make for economic production. We have in mind particularly the necessity for modern highways. The nation's traffic has become so enormous that the railroads are unable to handle it. Even with the expenditure of a billion dollars a year it will be some years before they can be made adequate. And it is established also the motor truck performs an inval-

uable function quite outside of the proper sphere of the railroad. There is, in fact no investment which yields as tangible returns such dividends as good roads.

What the advocates of a federal road-building program are asking is \$500,000,000 which shall become immediately available; \$75,000,000 for the fiscal year beginning July 1, 1920, and \$100,000,000 for each of the three succeeding fiscal years; in all \$425,000,000 which should be available until expended. We do not know that it is possible in funding the interest of the foreign debt to us to make instantly available the sums so due. Assuming, however, the financial integrity of our chief debtors, it would seem that there should be some method whereby at least a part of the interest funds due could be discontinued in such a way as to make promptly available sufficient funds to carry out this great and essential scheme of federal good roads. And even if this is not possible but the money must be appropriated out of the federal treasury, it is our belief that failure to make the appropriation suggested instead of being economy, would, in fact, be another example of the negative extravagance which has proved so disastrous both to this and other nations in cases where men of narrow vision have been able to control policies.

We are aware that the advocacy of any special appropriations of this sort is always seized upon by enthusiastic protagonists of the "pork barrel" to further their own schemes, but surely there is in congress enough patriotism, enough vision, enough common sense and enough comprehension of the essential requirements of the nation to justify us in believing that it can approach this important problem without making the excuse for throwing overboard the whole program of economy. The automobile has brought sunlight into dark places. It has probably increased the value of real estate in the United States to an amount greater than the total expenditures on automobiles since their invention. That means a sum running into the billions. If there is any one function with which government is properly and unquestionably charged, it is the keeping open of the avenues of communication. It must enable the farmer to bring his products to market at reasonable cost and under favorable conditions. With the building of good roads the productive area that can be made immediately available for supplying of the cities with food products is doubled and tripled in extent. If there is any hope whatever of a decrease in transportation cost, that hope lies in the construction of good roads.

— Build Roads Now — Build Roads Now — Build Roads Now —

250 MILES ON A GALLON!— IT'S A FACT

"Put a gallon of liquid hydrogen in the tank, Buddy, I'm only going to New York and back."

That's what you'll be saying to the garage man in a few years if gasoline continues its upward climb. For one Dr. Pasticci of Rome, Italy, has discovered a method of producing liquid hydrogen at small cost. One gallon, he claims is sufficient to drive an automobile 250 miles. If the use of this becomes general, gasoline will once more be of use only for cleaning purposes, and instead of driving up to the filling station for "gas," which is now very high, we will ask for "hy," which will be low, perhaps.

On account of the small amount required, you will be able to carry enough liquid hydrogen in an oil can to drive around town for a week. The present unsightly 15-gallon capacity tanks would disappear, and you could carry a reserve supply in a thimble!

Figuring at fifteen miles to the gallon of gasoline at the present 30 cent price, liquid hydrogen could cost \$4.50 a gallon and still be cheaper than gasoline.

If Dr. Pasticci's dream comes true, automobilists all over the world will vote him the "noblest Roman of them all."

— Build Roads Now —

YOU NEVER CAN TELL

Three men were sitting in a club the other night and the conversation turned,

as it will in clubs, to automobiles. One man told of the marvels of his car, a big \$5000 behemoth that drank a gallon of gasoline every time it turned a corner. The other told of the fine riding qualities of his machine, a medium-priced affair that bloomed in the summer and died in traffic. The third was the owner of one of those cars that made Detroit famous. You know the kind.

And as they talked the conversation veered around to automobile thieves and their craftiness. The man with the behemoth became uneasy. He had left his car without a lock and with the ignition key in place. The owner of the summer-blooming bus had taken out the ignition, but he argued that anyone could slip in a key and drive her away.

Of the three motor enthusiasts only the man with the stannic Elizabeth (slang for "tin lizzie") was happy. Forsooth, he had taken out the key. He had placed a lock on the steering wheel and another in a strictly secret place where it would do the most good. He was happy, as has been said, and the activities of the motor thief bothered him not the least.

The evening was over. The three motor owners walked down the steps, ready for the jaunt homeward. But there were only two cars at the curb. And which was missing, do you ask?

Sufficient to say a few minutes later the house sergeant in the nearby police station was writing down a description and included among the details were "two locks."—Public Ledger.

U. S. DEPT. OF AGRICULTURE

Weather Bureau Office
Topeka, Kansas

If you have any suggestions in regard to the highway weather service bulletins that it is possible to incorporate in those mailed you from this office I would be glad to receive them.

As you perhaps know, these bulletins were begun to meet an insistent demand at a time when the weather bureau had not sufficient funds for the purpose and were intended to serve as a sort of temporary expedite until it would be possible to cover all the important highways of the state in an adequate manner. Owing to the lack of space on the cards we use and the fact that there are no funds to print instead of stencil the bulletins it is impossible for us to include reports from additional highways, and it is entirely likely we may be forced to discontinue the service before the summer is over but while the reports are being issued we wish to make them as accurate and valuable as they can be made.

We depend absolutely on persons along the highways covered for reports on its condition and especially for mention of bad stretches of road or detours, which necessarily change from time to time. We have public spirited men in each town mentioned in the bulletins who mail or telegraph us daily reports, but if you have any information or suggestions don't hesitate to write this office about it.

Very truly yours,

S. D. FLORA,
Meteorologist.



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HAMPTON, IOWA

OKLAHOMA COUNTY BUILDS REAL ROADS

The Chamber of Commerce of Tulsa, Oklahoma, recently conducted a successful campaign which resulted in the issuance of bonds with which to improve the main roads of Tulsa County.

The chamber created a highway department; secured the services of an experienced good roads organizer; equipped him with a five-passenger automobile, and told him to start in wherever he could get a half dozen or more people to listen to him and preach the doctrine of good roads. He preached for about 18 months, with the result that at the end of that time the necessity for improved highways was apparent to practically every citizen in the county.

The chamber then proposed to the county commissioners that it would finance a bond issue campaign for \$1,750,000 road bonds to be spent on highways in Tulsa County, provided the county commissioners would agree that a committee from the Chamber of Commerce should act with them officially in all matters pertaining to the type of roads, the location of roads, and the awarding of contracts voting with the commissioners in a record vote in all matters of this character. To this the county commissioners agreed, the campaign was inaugurated, and the bonds voted by a ratio of practically 16 to 1.

Bids were advertised for; contracts were let, and the work started by five

firms of contractors on 100 miles of 18-foot 8-inch concrete highways. Through the efforts of the committee and county officials, including the county engineer, nearly \$600,000 of federal aid money was obtained for Tulsa County. With the money secured from the bond issue, and the government, and with the annual taxes for road building purposes, Tulsa County is now spending a total of \$2,600,000 in road work.

— Build Roads Now —

NATIONAL FORESTS NEED ROADS

Thirty thousand miles of road, estimated to cost not less than \$150,000,000, will be needed for the proper protection and development of the national forests and the near-by communities during the next ten years, according to comprehensive road plans which have been prepared. The secretary of agriculture has already approved the construction of 5,152 miles, estimated to cost \$26,463,000, contingent upon federal and cooperative funds becoming available. Government expenditures of \$15,740,000 have been authorized for this purpose.

The roads comprised in the comprehensive road plans form the basis of the ultimate national forest road system. They are used as main highways, either in connection with through routes or to serve important local needs. The construction of feeder roads is being largely postponed until the primary road system of the national forests is completed. It

is expected that the present estimated cost will be largely exceeded when surveys are made of the projects now on the list, since in many cases the only available estimates are based upon incomplete data.—Woman's Weekly.

— Build Roads Now —

A \$115,995.90 IMPROVEMENT

In Jackson County, Mo., the J. H. will be improved this summer to the above amount, covering 2.39 miles. This piece of road has been in very bad condition for months, but relief may be expected soon.

— Build Roads Now —

A certain newspaper that made a practice of answering inquiries from readers received this one:

"Please tell me what is the matter with my chickens. They go to roost apparently well. The next morning we find one or more on their backs on the floor, stiff, combs white and feet in the air."

It was the editor's busy day, and this was the answer his reader received:

"Dear sir, your chickens are dead."

There is a great deal of good that can be done in the world, if we are not too careful as to who gets the credit.

"A person might know the size of the largest city, the length of the longest river, etc., and yet not be educated. Education is a developing of the mind, and not a stuffing of the memory."



THE CONSTRUCTION OF EARTH ROADS

By H. A. LA RUE

Department of Civil Engineering, University of Missouri.

The first step in the improvement of an earth road is to construct the road. To speak of "constructing an earth road" may seem paradoxical, but it is just as necessary to construct an earth road as it is to construct a hard-surfaced road. It is generally understood that to obtain a good hard road, it is necessary to first build a good earth road. Few realize, however, that to have a good earth road, it must be properly constructed. The same fundamental principles are involved in the construction of both types.

Earth road improvement involves three operations, viz.: establishing the best possible location, providing adequate drainage structures, and completing the necessary grading. These three operations may all be properly termed permanent improvements.

In most cases the location of a road is approximately fixed by local conditions and is not subject to material change. An extended revision of location is usually impossible, due to permanent buildings along the way, or on account of property or other interests. In some places and for short stretches, a change in location may be accomplished that will be a decided improvement. It is often possible to avoid a steep hill, and a better stream crossing may sometimes be obtained. Occasionally a stream crossing may be eliminated by a slight change in alignment and at an expense much less than the cost of a bridge. Such changes should be made whenever possible, and frequently they are economical in the long run even if accomplished at a considerable initial expense. Do not lose sight of the fact that money expended to improve location will insure a permanent dividend in reduced costs of operation and maintenance.

Culverts and bridges should be of a permanent type. The superior economy of permanent bridges over the temporary wooden or timber types is well established and quite generally recognized. The importance of accurately designing these structures cannot be too strongly emphasized. The most common fault is not so much lack of attempt at design as it is of incorrect design. Traction engines, which are somewhat heavier than in former years, and the growing use of the automobile are factors in determining the

loads a structure must carry. A bridge should be designed to carry the heaviest load that will be likely to come upon it.

An adequate waterway is a necessary feature of a well designed bridge or culvert. An inadequate waterway is frequently the cause of much damage to the road, and often becomes more expensive in the long run than a larger culvert would have been. The safest method to determine the capacity of the waterway for any given site, is to note the highest mark attained by the stream during flood. In some cases it may not be possible to build a bridge to carry the flood waters, but these cases are exceptional. Generally speaking, the size of the waterway should be sufficient to carry the largest volume of water that may be discharged by the stream.

The location of the bridge is an important consideration. A bridge is sometimes set out of the line of travel in order to fit the stream. This is not good practice and may be avoided by skewing the bridge, making the barrel follow the stream bed, and at the same time allow the roadway to cross the bridge in a straight line.

The roadway between the rails of the bridge should be wide enough to allow vehicles to meet upon it, a distance of at least 16 feet in the clear. It has been truly said that a road is no wider than the bridges on it.

A great many accidents occur at small culverts overgrown with weeds, and the value of headwalls on such culverts cannot be over-emphasized. Holes will wash into the roadway at unprotected ends, and these, unnoticed by travelers, often result in causing serious accidents.

The process of grading may be divided into two parts: Excavation and embankment for the reduction of hills, and the shaping or crowning of the roadway for surface drainage. These two operations constitute the constructive work of building the roadway. Both operations require considerable skill and experience in order to obtain the best results.

Steep hills on a road should be eliminated wherever possible, and when it cannot be done by a change in location of the road, it may be done by cutting them down and filling the low places. The steepest hill on a road limits the

weight of load that can be hauled over it.

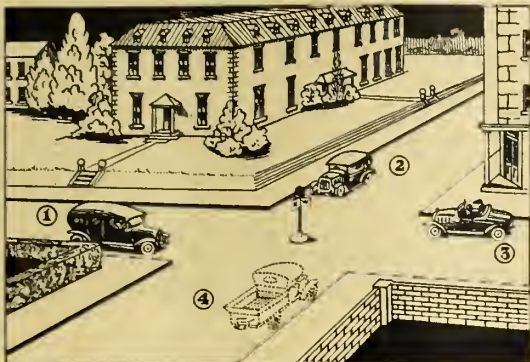
The effect of a gradient or slope has been estimated as follows: On a smooth hard surface, on the level, the average horse can pull a load of about 6,200 pounds; on a five per cent grade the same horse can pull only 1,800 pounds, and a ten per cent grade he can pull but 1,000 pounds. Travelers often take a longer route in order to avoid a steep hill. It is an inexcusable waste of energy to pull a load up one side of a hill only to be required to hold it back while going down the other.

However, this waste of energy is not the only disadvantage of a steep grade. Both the cost of construction and of maintenance of a hilly road is much higher than for a level road. If the longitudinal slope of the road is greater than the transverse slope, the rain water will cut deep gullies in the center of the track before it can reach the side ditches. Also traffic on a hilly road will break up the surface much faster than like traffic on a level stretch. Therefore, money expended in cutting down the steep hills is a good investment, and will often prove to be a real saving in the long run.

The crowning or transverse sloping of a road is one of the first essentials to secure satisfactory surface drainage. The most common and persistent cause of bad roads is the water that remains on the surface of the road after a rain. If it is allowed to remain on the roadway even for a short time, the traffic will work it up into mud and form ruts hub-deep. A sufficient crown continuously maintained, and deep wide gutters at the sides to promptly carry off this water, will insure a smooth and solid roadway even if made of earth. In a level country, the roadway should be built up well above the general level of the adjacent land, with side ditches deep enough to keep the water at least two feet below the crown of the roadway. If, due to seepage, ground water causes soft spots, it will be necessary to remove it by tiles, properly laid and connected to an outlet. No other phase of earth road construction and maintenance is of such prime importance as drainage, both surface and sub-surface. Without proper drainage no improvement will be certain of any degree of permanency.

RULES OF THE ROAD

One of the important rules now being advocated and passed in various cities relative to motor car traffic is the one that provides that "when two vehicles approach the intersection of two public highways at the same time the vehicle approaching from the right shall have the right-of-way."



Car No. 1 is to the right of car No. 2 and car No. 2 is to the right of car No. 3. Consequently if they all approached the crossing at the same time No. 1 would be entitled to cross first, then No. 2, then No. 3.

Unless some unusual situation, such as four cars approaching the intersection at the same time should arise, the rule is simple and can be easily applied.

"Keep to the Right" and on your own side of the street is a rule that every motorist should religiously observe.



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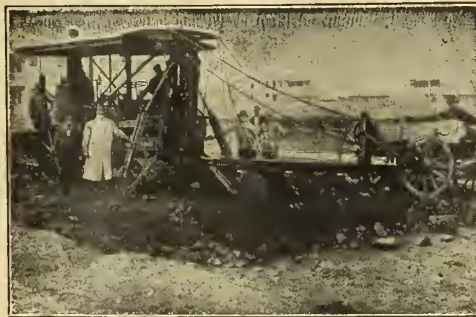
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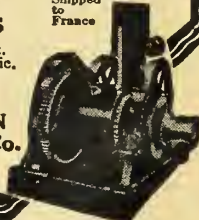
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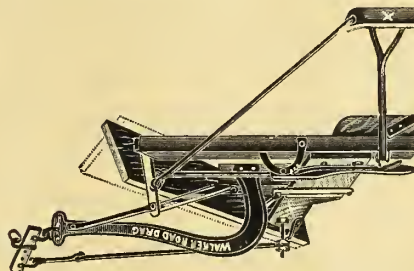
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Hauling Gravel for Iowa Roads, Story County, Iowa

THE ROAD LAWS OF IOWA

Here They Are in Simple Form

— Build Roads Now — Build Roads Now — Build Roads Now —

There seems to be much lack of information about and much misunderstanding of the present Iowa road law. The Anchor has gone to considerable trouble and expense to secure accurate information and careful explanation of the law with the sole purpose of giving to its readers truthful, unbiased and unprejudiced answers to the many questions asked by readers during the past few months. Do you know where your auto tax money goes? You can find out by reading The Anchor's explanation of the road law which follows. We have purposely arranged this in question and answer form so that it will be the more easily understood.

IOWA HAS TWO ROAD SYSTEMS.

Under the new Highway law what kind of road plans do we now have in Iowa?

We have what is known as the Primary Road System and the Secondary System.

How do they differ?

The Primary Road System is controlled by the state and is made up of roads connecting all county seats and cities and all towns of 1000 or more inhabitants in the state.

The Secondary System is made up of all roads in the state which are not in the Primary System. The Secondary System of roads are of two kinds. They are known as county roads and township roads.

THE PRIMARY ROAD SYSTEM.

What is the Primary Road System?

As explained above, it is a system of roads controlled entirely by the state. The roads in this system connect all county seats and cities and towns of 1000 or more inhabitants.

Who laid out the Primary System?

The Thirty-seventh General Assembly directed the State Highway Commission to select and designate such a system, with the aid and advice of the boards of supervisors of each county in the state. The boards and county engineers were asked to designate the most important roads in the counties. With these as a

basis the Highway Commission selected and designated the Primary System. The Thirty-eighth General Assembly passed the bill.

Is the Primary System a county system or a state system?

It is a state system and the county has nothing to do with it except that the board of supervisors and engineers select the roads in accordance with the state regulations. BUT before being taken into the Primary System these roads must be approved by the State Highway Commission. This state system was arranged for with the idea of accommodating in the best manner possible with a limited mileage the largest possible needs of the state. Also with the idea of meeting the requirements to secure federal aid allotments, or in other words, government help. This system is intended to provide an even distribution of roads to be improved for the state as a whole.

Did county lines have any influence in outlining the system?

Very little. It is not intended to be a county system or a substitute for the county system.

What is the COUNTY PRIMARY SYSTEM?

That part of the state Primary System which lies inside the borders of the county.

Does the Primary System reach all towns and market centers?

Yes. Every town or city of 1,000 or over is reached. It is estimated that 85 per cent of the people of the state live either in these towns or alongside the Primary System.

Does the Primary System include the important tourist trails?

Yes, either the exact routing or one equally as good for the trail but better for local traffic.

Does Worth County have any primary roads now?

The Jefferson is a primary road entirely through the state, except in part of Polk and Story counties, where con-

test is now pending to change the Jefferson to a primary road.

Can any other roads in a county be changed from county or township to primary roads?

Yes. It will be possible to take into the Primary System the roads leading from the Jefferson Highway.

THE PRIMARY ROAD FUND— YOUR AUTO TAXES—

What is the Primary Road Fund?

The legislature when it established the Primary Road System, arranged for a fund to build and maintain the system and called it the primary road fund.

Where does the fund come from?

Iowa's share of the Federal Aid Funds appropriated by Congress and the proceeds of the automobiles, trucks and motorcycles license fees.

What is Iowa's share of the Federal Aid Money?

The amount totaled \$5,035,560.65 at the end of 1919. At the end of 1920, there will be \$2,886,102.41 more, it is said.

What will the auto fees total?

Auto fees can only be estimated. Fees on same number and kind of cars as in 1918 totaled in 1919, \$1,600,000. In 1920, under the new auto law, the same number and kind should total approximately \$5,679,347.00.

What will the total Primary Fund be for the two years?

About \$14,289,875.62 for the state.

What is the unit of distribution of the primary fund?

The county.

What is the basis of allotment to each county?

According to the area as compared with the area of the state.

When is the money turned over to the county?

Not at all.

(Continued on Page 22)

Motorists Guide, St. Joseph, Missouri

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(Continued from Page 20)

If that is the case, how can a county improve roads with this money?

By planning an improvement on the primary road system, having it approved by both the Highway Commission and the Federal Government, letting the contracts and doing the work. The Commission and Federal Government will O. K. the bills and the state treasurer will pay the bills from the county's share of the primary fund.

What can the primary road fund be used for?

Grading, draining, oiling, graveling, hard surfacing and maintenance.

Does the primary fund belong to the county?

No. It is a state fund. No part of it belongs to the county.

Does the allotment made to the county from the primary fund belong to the county?

No. It is state money which the state, however, agrees to spend on portions of the primary road system in the county, PROVIDING the county meets certain requirements.

Does the auto license fees belong to the county?

No. It is a state fee and belongs to the state.

Do not the auto fees collected inside the county belong to that county?

No. All such fees, the legislature says, must be turned into the state treasury and become part of the primary or state road fund.

Can auto fees and federal aid allotments after they become part of the primary road fund, be separated?

No. Auto fees are pledged to matching the federal aid money dollar for dollar and for maintenance of the roads improved with the help of federal aid money. If there should be more money from fees than is needed for meeting federal aid requirements, there would be auto license fees money to spend separately.

Is there any conflict between the state law and the federal requirements over the expenditure of this money?

No. The state law is probably somewhat more lenient as regards some features, especially gravel surfacing. BUT the state legislature pledged the state to accept the federal allotment, provided a fund to match the allotment and promised to meet and abide by the federal aid requirements. On no other terms could the state secure the federal aid money. No matter if the state law does seem to permit more freedom in the spending of the funds, federal requirements must be met to get the federal money.

Is every improvement or project approved individually by federal officials?

Every individual project stands on its own merits. Each must be proposed by the board of supervisors and approved by the State Highway department and by the U. S. office of public roads. No part of the primary fund can be used except under these terms.

If there was an excess of auto license money over the amount required to meet federal aid, would the approval of the federal authorities be required on such excess when expended?

Probably not. It might be spent on projects where there was no federal aid money concerned and not require federal

approval. Considering such a situation now is useless, for all fees are now required to meet federal aid requirements.

How long does a county have to apply for a share of the primary fund and meet the requirements?

The state law says July 1, 1920.

What becomes of a county's share of the apportionment if it does not apply or meet the requirements?

After July 1, 1920, any apportionment made to any county which is not applied for, is to be apportioned out pro-rata to counties that applied and on the basis of the original apportionment.

Will the same amount of auto fees and federal aid money be raised whether a county takes it or not?

Yes. The only difference will be that some other counties will receive the benefit of it.

Is the state liable to lose any portion of the federal aid money?

No. Under the new auto law the state will ultimately have enough motor license money to match all federal money so far offered in time to prevent its loss to the state.

Will federal aid continue?

There is every reason to expect that federal aid will not only continue but be even larger. Measures before Congress provide for still larger federal aid appropriations for road building.

IMPROVEMENT OF THE PRIMARY ROAD.

What can the primary road fund be used for?

Grading, draining, graveling, oiling, hard surfacing and maintenance.

Who must start any improvement project?

The board of supervisors.

Can the Highway Commission start any project or order it started?

No. It can act only after the county has proposed an improvement.

Can the Highway Commission withhold a share of the primary fund of any county?

Not if the county proposes any meritorious and practical improvement and shows a disposition to meet state and federal requirements and ACTUALLY DOES MEET THEM.

Can all the county's allotments be used for instance, for grading, neglecting the drainage or for graveling, neglecting the grading, drainage, etc.

No. Each building for each division of the primary road system in any county, is considered individually and approval given only for a thorough and complete job of road building. Graveling, oiling and surfacing, for instance, can only be done on roads that have been permanently graded and drained. The extent of the work or mileage proposed must be limited according to the money available to complete the project in a workmanlike manner.

Must grading and bridge work conform to state or federal standards?

Both. There is no conflict between the two. State standards and specifications are equally strict, if not more so than federal. As a matter of fact, the federal government has given approval to Iowa standard specifications for primary road work. It is not necessary to have each set of specifications and standards for each job approved individually. However, all bridge work must be paid for from the county bridge fund.

To what must the federal government give its approval?

To the nature of the project proposed. Whether it is a meritorious road building project, well planned, adapted to the needs of the community, county, state and federal government for that particular place and whether, on the whole it is such a road building project that the government feels justified in spending money upon it.

Does the government insist on hard surfacing to the exclusion of other types of improvements?

No. Most of the money in Iowa will be spent on grading and draining. There will probably also be a large mileage of gravel surfacing.

Must a county vote on grading, draining or graveling projects?

No.

Can the Board of Supervisors go ahead with this work whenever and wherever they please?

No. The supervisors and engineer outline a general improvement plan for the entire system; decide what road they want improved first, and the nature of the improvement and submit the proposition to the Highway Commission, which in turn, if it approves, submits it to the federal government for approval.

If everybody approves, what then?

The highway commission either makes or has made by the county engineer, all necessary detailed surveys and plans and secures the O. K. of the federal office of public roads. Completed plans are returned to the supervisors who let the contracts for the work. The work is done under the supervision of the highway commission, the same as county work. The bills are O. K'd and paid through the state treasurer.

Who is responsible for the final working survey, plans, and engineering supervision?

The State Highway Commission.

Who stands the engineering expense?

The county's allotment from the primary fund.

Who lets the contract?

The board of supervisors with the approval of the commission.

Who is in immediate charge of the work?

The commission either places a resident engineer in charge or assigns the work to the county engineer.

How are the bills paid?

The engineer in charge O. K.'s all bills. They are checked by the auditing department of the commission and forwarded to the state treasurer, who pays the bills from the primary funds, making draft on the federal funds at Washington whenever necessary, to cover the needs. The federal money is retained in the U. S. treasury until it is needed to pay for construction work actually done. —Northwood Anchor.

(To be continued in August Number).

—Build Roads Now—

NEW NATIONAL PARK HIGHWAY SOON

Seventeen national parks have been placed on the map by the United States government. Many thousand tourists visit these pleasure spots annually, but many thousands more are kept away by bad roads. A national highway linking this comprehensive park system is being laid out, and when completed will make one of the finest scenic routes for motor tourists in the world.

Motorists Guide, St. Joseph, Missouri

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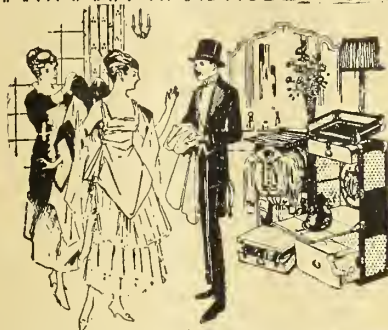
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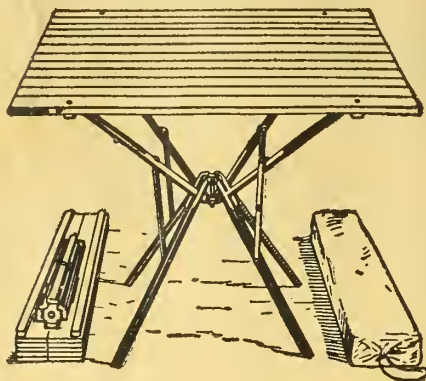
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Motorists Guide, St. Joseph, Missouri

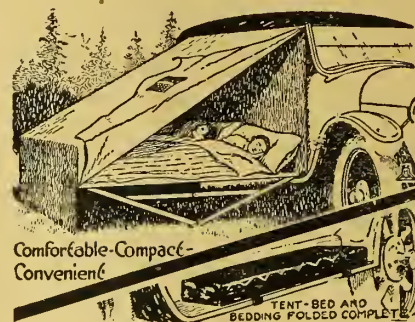
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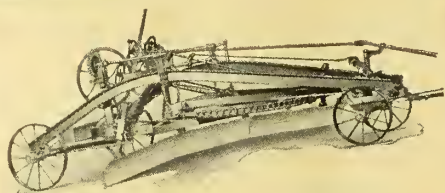


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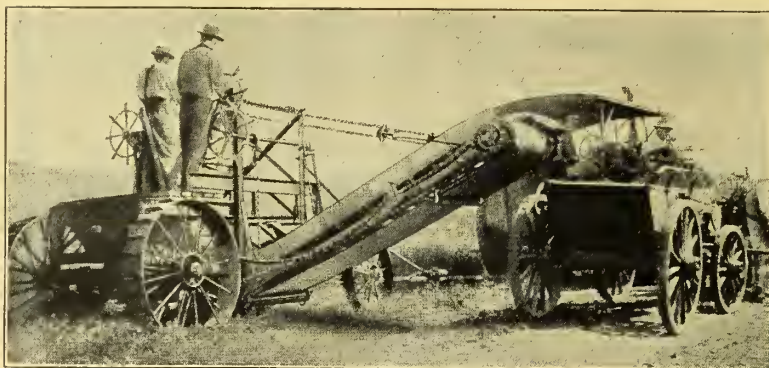
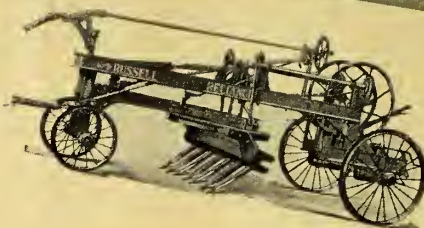
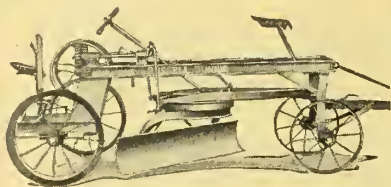


August, 1920

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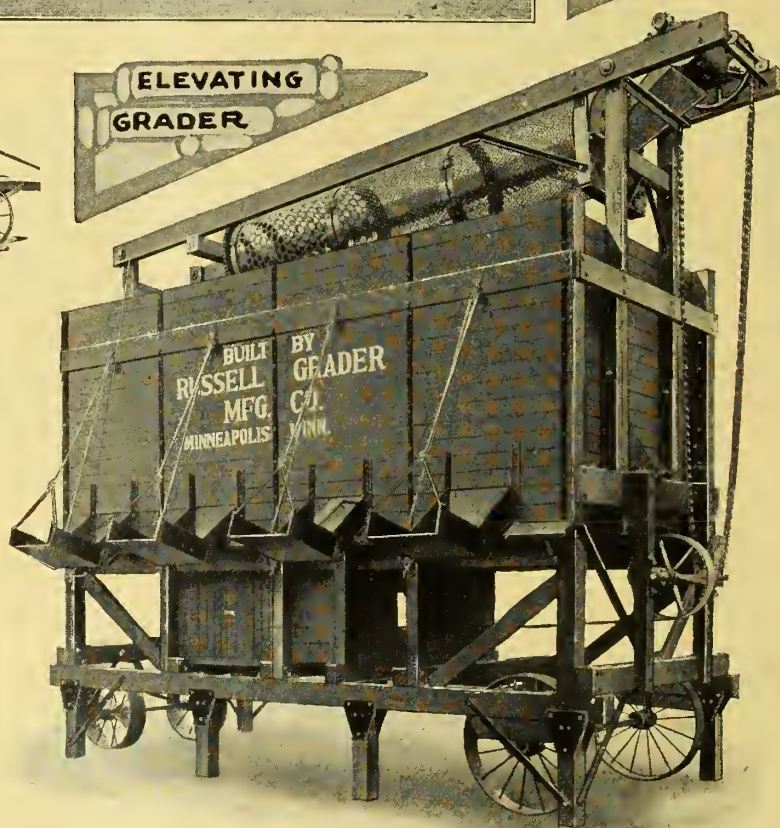
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The Modern Highway

Formerly "Jefferson Highway Declaration"

Volume 5

AUGUST 1920

Number 7

Published Monthly by Jefferson Highway Association, St. Joseph, Mo.

"Entered as second-class matter, January 16, 1918, at the postoffice at St. Joseph, Mo., under the Act of March 3, 1879."



GOOD ROADS AND THE FARMER

Showing How Closely They Are Related

Clarence H. Dunning.

— Build Roads Now —

— Build Roads Now —

— Build Roads Now —

The construction of the modern hard surfaced highway is but the demand of the farmer for better delivery facilities and the development of the motor traffic.

The farmer of today is a better business man. He sees the value of quick delivery and the saving of time in the handling of his products.

In Northern Minnesota we are just getting nicely started. In a very short period you will see truck after truck passing, loaded with the farmers' produce and his purchases, going to and from the markets in the great cities.

In these northern states we must put greater effort into the building of good roads so that the agricultural development of this vast territory shall not be restricted.

Good highways reduce the cost of living. A few years ago rough lumber was \$20 a thousand, now it is \$60 (if you can get it). Transportation and slowness of delivery has a large part in this cost.

There is scarcely a farmer in Northern Minnesota that cannot show clearly, losses from inability to deliver his products at the right time and it has been largely due to the condition of roads.

Government investigation shows a loss of \$500,000,000 through unimproved highways, a large portion of which is a dead loss to the farmers of the country. If the energy wasted on bad roads could be turned into farm labor it would effectually cure the present shortage of farm labor.

With the railroads short of cars and other equipment—with labor demands growing every day, we must turn to our hard surfaced highways and motor transportation for relief.

Eighty-five per cent of the nation's hauling is done on the highways and only 15 per cent by railroads. There are very few farmers but what have to haul to market. How much cheaper to have the transportation system at your doorway than to have to waste hours of time and energy in delivery to the markets.

If we have good roads the municipal market, with its good prices and steady cash demand will be assured of a supply regardless of weather. As it is now, the farmer must hug the cities or main highways or his market is unapproachable. High prices have pushed the farmer farther and farther from the cities. Good roads will bring him closer to the markets. Think of the values of land on a poor road and on a fine highway. The comparison is obvious.

At the present time if it wasn't for truck delivery the transportation facilities of the middle west would be crippled to a point of ceasing deliveries.

During the year 1920 the United States will spend nearly three-quarters of a billion in the construction of good roads. St. Louis County will spend three-quarters of a million on one central highway alone and if scarcity of labor and materials was not so serious three to four times that amount could be spent with results that would be reflected many times in increased land values.

Many farmers have asked where the motor truck can benefit them? Where can it better the day's work of the horse? The motor truck has made good on the farm. It can do much to beat the high cost of everything. The truck can do most anything that a horse can do and do it better and more quickly. With tractor wheels it will work in the fields, never get tired, and work as fast at the end of the day as at the start. It will pull the implements to and from the fields—run the wood saw—grind the corn—churn the butter—haul fertilizer to



the fields—grain to the thresher or bin—haul wood, water, hay, corn, stones from the field, supplies to the farm, etc.

Any 100-acre farmer can economically operate a truck. A truck will take the place of many teams in transportation. Here are some instances:

He Saved Over \$1,000 a Year

I quote the "Long Island Agriculturist" in the case of Louis Finn of Elmont, L. I.: "Finn states that he formerly used horses; that he used to leave his home at 2 a. m. with a market wagon and two good teams of horses with 3½ to 5 tons of vegetables, and had to be towed a part of the way, which used one of his men and an extra team to carry this wagon over four miles of bad road. It took him four hours to cover the 18 miles with four horses and one man a part of the way, and he did not get home until late in the afternoon. He states that after he put on his motor truck he did not have to leave his farm until after five in the morning, and that he was back at his farm by 9 a. m., so it will be seen that he not only saved on the four horses which were formerly used, but on the services of a man. Aside from this, time entered into the matter to such an extent that he figures he has saved on his first year's operation of the motor truck, above all expenses (having set aside a fair proportion for interest on the cost of



his truck, insurance, gasoline, oil, wear on tires, extra on market fees, extra carried fees in market, license, and depreciation), \$1,402.16."

The value of the motor truck to the farmer is shown in the following statements:

B. Harkins is operating a truck line between Omaha, Neb., and Treynor, Iowa, about 35 miles east of Omaha. Three trucks are operated and two daily trips are made. On one day he brought in 45 hogs in the six loads.

This truck-freighting system is costing farmers less in labor, time and expense than if the hogs were moved by railroad. It also helps to relieve the freight congestion on the railroads, which is a vital matter in these times.

In the fruit districts of Oregon 99 per cent of all fruit hauling is done by trucks. With good roads and a truck any market within thirty miles is open to the progressive farmer. The department of agriculture gives the cost of hauling per ton, per mile, for corn as 33c by wagon, and only 15c by truck.

With good roads the fast motor express is assured. It will stop daily at the farm gate picking up cream, milk, potatoes, hogs, etc., and delivering the supplies needed. It will take orders and deliver them in a few hours.

When the World War clogged the railroads we had to turn to the truck and it has proven its usefulness. It is no longer an experiment, it has proven to be a blessing as a means of fast, sure transportation.

One of our most valuable products is milk, and milk must be transported quickly. Many farmers have to drag themselves out before daylight to milk and hurry miles to the station to catch the milk train. With good roads and the truck such a condition would cease. Every morning one tractor hauls 200 cans of milk from Plymouth, Michigan, to Detroit, Michigan—a distance of 32 miles. The ease with which it is handled and the reduction of cost has doubled the production of milk about Detroit.

In Albany County, New York, the farmers have an efficient organization.

During the early part of the year a few milk producers got together and organized the Indian Fields Dairy League, Inc., which was the first organization of its kind to incorporate in the state. It decided to market its milk and to use a motor truck. Announcement was made that bids would be received from a truck owner for transporting the milk to Albany and bringing back the empties. Harry LaGrange, a young farmer, got the contract at 30 cents the can. He purchased a 2-ton truck having a body capacity of 70 cans. These are of 40-quart capacity, and weigh about 87 pounds when filled with milk.

The majority of the small farmers were sold on the plan of the organization, which included the truck's hauling the milk to an ice-cream manufacturer in Albany, a concern having a demand exceeding the supply in so far as the dairymen are concerned. The truck makes about twenty pick-ups, passing through Indian Fields, Coeymans Hollow, Aquetuck and Ravena, thence north to Albany. Even the dairymen in and around Ravena, which is on the West Shore railroad, utilize the truck service.

They Saved the Crop.

Fruit as a food product perhaps should

not be classed as a necessity in the light that wheat, animal foods, and milk are classed, but, nevertheless, as a food product it is quite important; in fact, it is of enough importance for us to give some attention to its transportation and distribution. We are paying the penalty for a lack of proper methods of bringing it from the orchard to the final points of consumption.

Recently, when the expressmen were on strike in New York City, the fruit crops in the counties along the Hudson Valley were saved by motor trucks.

The farmer was able, not so many years ago, to hire a farm hand at \$15 per month, but today the cost of farm help has jumped to \$50 and \$60 and even \$75 a month. This means that it costs the farmer more to produce a bushel of wheat, a bushel of corn, and a bushel of potatoes, or to raise a hog or steer.

In order to combat his rising costs of production, he must have newer and more rapid methods of production. He must have machinery which will sow his soil and he must have better methods, so that his soil will produce two or three times more than it did in former years; he must have good roads and the motor vehicles of Minnesota will foot the bill if they can have the roads. Bad roads will break the ordinary farmer—good roads will bring prosperity.

— Build Roads Now —

WANT ILLINOIS TO BUILD ROADS

That the road using citizens of Illinois are not entirely content with the decision of the State to call a halt in road building because of the high prices, is indicated by a petition received recently at the office of "Successful Methods." This petition was prepared by citizens of Stephenson, Winnebago, Boone, Kane and McHenry counties which border on Route 5, designated as the Grant Highway. It recites that the citizens of these counties have loyally supported the Illinois \$60,000,000 road bond issue, states that the present high prices of labor and material are not likely to be reduced in the next five or ten years, and requests that the state proceed with the road building plans which were made originally.

Those who prepared the petition expect to present it to Governor Frank O. Lowden as soon as a sufficient number of signatures have been obtained. It also will be presented to the state highway officials in the hope that they will alter their present attitude and push the road building program.

— Build Roads Now —

THE SENSIBLE THING TO DO

Facing a shortage in material and labor the state will run the cost of road construction to impossible levels if too many communities bid against each other for such labor and materials as are to be had. The sensible thing is to continue the work on such projects as already have been started and begin only such new work as can be handled. The state highway commission is in possession of more complete information on the subject than any other agency and should use its services in keeping road building costs as low as possible under existing conditions.—Lawrence (Kans.) World.

AMERICA IS BUILDING GOOD ROADS RAPIDLY

The remarkable rate at which the number of federal aid road building projects has increased since the war is shown in a summary relating to all such work from September 30, 1916, to April 30, 1920, which has been prepared by the bureau of public roads, United States department of agriculture. On the latter date the states had filed with the bureau 2,885 project statements, of which 2,790 had been approved representing 27,796 miles of highway. The totals on April 30, 1919, were little more than one-third these amounts. Up to May 1 of this year 1,974 projects had proceeded to the stage at which plans, specifications and estimates had been delivered to the bureau of public roads. The plans, specifications and estimates of 1,827 of these had been recommended for approval, representing 13,845 miles. Project agreements had actually been executed and construction work was in progress on 1,569 projects, totaling 11,987 miles. In addition work had been begun on about 100 projects, for which agreements had not actually been signed, thus expediting the progress of the work and bringing the total mileage under construction up to 13,540. The summary shows that a great reduction has been made in the time required for preliminary work before actual construction is begun.

On the average the states have submitted project statements for nearly 95 per cent of their respective allotments and have entered into agreement to construct highways which call for about one-half of their federal aid money. The projects actually completed and paid for are comparatively few, but they are materially exceeded in number by those which are practically completed. California, Delaware, Illinois, Idaho, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Minnesota, Nebraska, New Hampshire, New Jersey, North Carolina, Ohio, Oregon, Pennsylvania, Rhode Island, Utah, Washington, West Virginia and Wyoming have each submitted approved project statements for all or nearly all of their allotments.—Joplin Mo., Globe.

— Build Roads Now —

BUSINESS MEN PLEDGE \$100,000 GOOD ROADS

C. of C. in two cities will raise fund for furthering of 60 million bond issue.

The good roads movement in Greater Kansas City received another boost yesterday when the Chamber of Commerce in both cities voted \$100,000 for the furthering of the \$60,000,000 bond issue in Missouri and for financing of a campaign for the building of good roads within a 100-mile radius of Greater Kansas City. The local organization will furnish \$75,000 and the Kansas City, Kan., chamber \$25,000.

A committee of twenty-five will be chosen this week from both chambers to work with J. S. Adsit, chairman of the good roads committee, and J. Frank Smith, manager of the Goods Roads Association of Greater Kansas City. A campaign of education will also be undertaken in order to bring before the population of Missouri counties the necessity for the bond issue.

HIGHWAYS

The Growing Need For Their Development

By Joseph H. Defrees, President of the Chamber of Commerce of the United States.

— Build Roads Now — Build Roads Now — Build Roads Now —

The vast increase in motor usage is constantly bringing about a keener appreciation and a deeper interest in the extension and expansion of our highways. No longer is the need for good roads a debatable subject. They are an essential in the broad progress and development of the nation. Their purpose is now thoroughly understood; their practical uses are apparent to everyone.

The average highway user is an intelligent critic. He demands an equitable apportionment of the costs of construction, among all beneficiaries. He demands roads which will be adequate for economic transportation. He demands roads that begin somewhere, go somewhere, end somewhere. In our present policy of road building he has sensed a lack of uniformity. He sees forty-eight states, each building roads without much, if any, thought of the others' highway system. He realizes that forty-eight different policies of road building should be blended into one.

No longer is road building a task to be classed with ordinary construction work. Already there is growing about it something of the glamour and romance which in other days attracted men so strongly to railroading. Our highways need a James J. Hill to develop and connect them in such a fashion as to make of them arteries for travel and commerce.

There are two and three quarter million miles of unexploited highways in this country. They lead from the places of the mighty to the huts of the lowly. They touch alike huge plants where thousands toil, and tiny farms where labors but one producer. These roads must be co-ordinated into a comprehensive system of highways. The United States Chamber of Commerce in a resolution, passed at St. Louis, is already committed to such a program.

Today there are more than 7,500,000 motor vehicles on the highways of our country. This number will be increased from year to year by millions. More than thirty million people ride over our roads every day. It is very apparent that highway transportation touches the lives of every one of our citizens. The motor truck, as an auxiliary means of transportation has already proved its worth in commerce.

No rational person considers the motor truck a rival to railroads in long haul traffic. It has accomplished wonders in emergency service, but there are factors which eliminate it from long service work. The modern train will move 3,000 tons with a crew of six men. The same tonnage by motor truck would require 600 five ton trucks, and possibly 600 laborers.

Good roads and motor trucks will help to solve our present problem of distribution. Trucks are being applied to food distribution in various ways. The farmer hauls for himself and his neighbor. Local transfer companies are entering the field; and the biggest development in



this line is in the organization of what has come to be known as motor express lines.

There are now known to be three thousand regular established rural express lines in operation, and some of them involve large investments. The number is constantly increasing. Their economies have not yet been reflected in any decrease in food prices—mainly for the reason that the application has not been sufficiently general.

So valuable have been the results obtained from the movement of food over highways by motor trucks, that the State of Maryland maintains and operates motor trucks along the highways to and from markets, and service to and from terminals, docks and depots for the distribution of farm products. The Nebraska State Railway Commission has recognized truck hauling, and has established a price on one hundred kinds of articles. Some extraordinary economies have been achieved by the use of motor trucks.

The motor transportation movement is also spreading rapidly to live stock shipment. In 1919 there were received in Indianapolis by motor trucks, more hogs than were received by rail. For the year more than 711,000 hogs, 48,000 cattle, 63,000 calves, and 53,000 sheep were received, and at a material saving over railroad freight costs.

Not only is food production stimulated by highway transportation from the farm, but it is also interesting to note the valuable help rendered by motor trucks to plants which store various food products. These are of vital worth to the scheme of distribution.

A properly organized system of food

transportation over the highways constitutes a national insurance against the results of railroad strikes. It means that people are not entirely dependent upon one kind of transportation for the necessities of life. Railroad strikes will be fewer if we can turn to highway transportation for distribution. In such emergencies the truck is also called upon—even in the present state of general application. It was so in England during the railroad strike, when all food for London was carried in motor vehicles. It will be so in future upheavals.

If we are to receive the greatest benefit from good roads, they must be available for use 365 days of the year, which involves a system of snow removal. During the war there were organized snow removals under state and national direction. This work could well be continued now in keeping open 20 per cent roads, upon which 90 per cent is concentrated railroad traffic.

One obstacle to the good roads movement that is gradually being overcome is the antagonism of the unprogressive farmer. The farmers of the country who own their own motor trucks or touring cars are among the country's most ardent advocates for good roads and a national system of connecting highways. But there are still, some farmers who oppose being taxed for improved highways, simply because they use the horse drawn vehicle, which they argue, does not require the sort of improved highway that is needed for motor vehicles. Of course this belief on their part is a fallacy, and gradually they are being won over to the good roads movement. They are being educated to realize that good roads mean improved facilities for transporting their products economically to nearby markets.

THE NEED FOR NATIONAL HIGHWAYS

Some of the Benefits of Such a System Explained

H. G. Shirley, Secretary-Treasurer Federal Highway Council.

— Build Roads Now — Build Roads Now — Build Roads Now —

It is often asked, why is it necessary to build a national system of highways when the states are building their systems and finally the entire country would be tied together with a network of roads which will form a system much larger than the one being advocated? Anyone can readily see that under the present conditions there are forty-eight states operating separately and distinctly, over which there are forty-eight officials holding an equal number of opinions and the tenure of office of these forty-eight people does not average over two and three quarter years. A system that would follow would be forty-eight different ideas held by the officials in the different states as there is no one in authority who would have the power to co-ordinate these forty-eight units into a whole, making an effective unit. However, we must realize that a great deal of the road work of the country must be done by the State Highway Departments and that the counties and states should realize that it is their duty and functions to build practically the road mileage of the country. The Federal Government is building a limited number of miles in each state so as to tie the entire country together in a unit, making available all sections and providing for interstate commerce. That the country at the present time demands the need for such a system is beyond argument. There is a clamor from the people of the West for a system of roads leading to the East, and from people of the South, a system of roads leading from the south to the north, likewise the East to West and from the north to the south this demand from all these sections is not all on account of the desire to go from the east coast to the west or from the north to the south and vice versa, but it is a demand for a backbone of the main trunk highways connecting and running through every state, to which the state can connect their system, building to the county seats into the different counties and main cities, and from these points and railroad stations the counties to build out into farming sections like the spokes of a wheel, making a completed plan and system of roads that will be of a maximum benefit to all the people. The only opposition that has come to our attention to this general plan of national highways is that it may interfere with additional federal aid appropriations and that the counties and states would hold back their road work hoping that the federal government would come in and do it for them. All I can say in reply to this objection is that I don't believe the people of this country will wait on anyone agency, especially when that agency declares it will build but two roads in each state.

There is no question that there is a great demand for road construction and this demand is not confined to this country alone, but we hear of it from all parts of the world. This demand has been growing steadily for a number of years, and to the writer's knowledge, rapidly during the period in which he has been

interested in the road situation and this increased demand for roads is only in proportion to the need for better roads.

The farmer finds that one of his greatest draw-backs to a successful and profitable farming is the bad road leading from his gate to his market over which he cannot transport his product, except at certain periods when the roads are dry, and at that very period is when the markets are the lowest. Otherwise, the cost of transportation is from three to four times what it should be. This increases the cost to the consumer and altogether levies a tax on the public, which is due to a short sightedness and proper study of conditions that should be remedied.

The change in the vehicle used has caused the usage of the road to increase in the last fifteen years about 800 per cent to 1000 per cent, greatly adding to the demand for more and better road construction. The demand of the vehicle used and the development of the country has been faster than the number of miles of road construction. Therefore, we find today a great need which will have to be supplied and it behooves those of us who have studied and taken an interest in this problem to work out the best plan whereby this great need can be supplied in the most effective and economical way. There are many who have labored long in this movement, and I want to congratulate them on the interest and good work they have aroused in advocating, encouraging, and assisting in the construction of our main highways. They have been doing a work that will be of great value to the country, and when history is written the part they have taken I am sure will be properly recorded, although it may be after they have gone to their reward.

We believe that with everyone doing all he can to impress upon Congress the great good that will come from the enactment of a law, creating a national system, that they will be doing a good work, and that all who believe that the principles involved in this plan are correct, should do everything they can to stir up enthusiasm and to bring to congress the sentiment of the entire country so that congress will feel that they were passing a measure that had popular support and that they were doing a work that would be of value to the entire country.

It would be well for us to consider at this point the tasks that confront the people in regard to the road construction and development that must be undertaken in the next fifteen or twenty years. We have from two to three hundred thousand miles of roads constructed of a material capable of carrying the traffic that has been developed and now passing over them. There is a need for about 60,000 miles of national highways, 250,000 miles of improved state highways, and 300,000 miles of improved county highways, leaving over 1,700,000 miles of unimproved roads, many of which are important and will have to be maintained and kept in condition for at least eight to ten months

of the year. Others are of so little importance that a small sum annually expended will keep them in a reasonable condition and safe for traffic. The cost to improve the roads as outlined above, to take care of the earth roads and build proper bridges will be about \$15,000,000,000. This is the problem that the people are expecting of those who have charge of the highway affairs of this country to properly take care of within the next fifteen to sixteen years.

Every agency now engaged in road construction, and every agency that may hereafter be created to undertake the improvement of our public highways, will have a big task to perform and one that will require the best brains, skill, and energy of the nation, to carry out this plan.

When we consider, however, the great amount of money that will be saved by the construction of such a system, the cost will be but a small item for they will be paid for by eliminating the great cost placed on highway transportation by mud roads.

It was ascertained a number of years ago when the density of traffic was nothing like it is today, that the annual additional cost to the nation for transporting its products over unimproved roads amount to \$504,000,000. When we place on top of this the great increase there has been in traffic since that study was made by the government, and the saving in fuel by the improved types of roads now being built over those that were in existence at the time of this investigation, along with the great saving that would be brought about in recreational and passenger traffic, this amount will run up close to \$1,000,000,000 per annum, and would pay for the cost of improving the roads in the plan above outlined.

We must not forget also that in estimating the great benefit that will be derived in dollars and cents that there is another benefit in the influence they will have on the life of the people adjacent and who use these roads constantly in their daily pursuits in life. A good road not only brings better life into a community, but it enhances the value of all the property adjacent thereto and quickens a new spirit in the entire citizenship. This in a national system would extend from one end of the country to the other, and tie the nation together as a unit. One section of the country would have easy access to the other, making it possible for the people of one state to visit those of another, from the east to the far distant West and from the North to the South, bringing them together in a social way and a fellowship that will tend to bind the nation closer together, making a people who will understand each other better, removing sectionalism, and above all, producing better citizens.

It has been said that a national highway system was in the interest of the tourist and that it would be of very little value locally. To one who has made a thorough study of this situation and knows traffic conditions, this objection is

rather amusing, for the traffic over the national highway system will be made up of local units that will use these highways from the farming communities into the large centers of population, and whereas there may be a short stretch between these great centers of production that will not be used except by through traffic, yet the maximum mileage that will be built will be used locally and will be for local traffic. Granting that they were built purely for recreational and passenger traffic, they would, in the judgment of the writer, be worth even the price that they will cost, for there are now spent many millions of dollars annually on the other side of the water seeing the scenery of Switzerland and other countries, when equally, if not more beautiful could be seen in this country, if we had the proper highways to open it up.

There can be no greater benefit to the people at large than to open up the playgrounds, health parks and reservations of this nation. And above all, the use of these roads in a general railroad strike would guarantee to the people of the nation a sufficient supply of food products to sustain life. This alone in the protection of the nation is worth more than the cost of the construction of these roads, and it behooves all of us that we see that such a system is constructed in the least possible time by concentrating our efforts on our main highways.

— Build Roads Now —

LAST APPORTIONMENT OF FEDERAL AID IS NOW AVAILABLE

By THOMAS H. MACDONALD,
Chief of Bureau of Public Roads.

The last apportionment of federal funds to aid the states in road construction under the existing Federal Aid Act will become available July 1. This will be the largest apportionment yet certified under the Federal Aid Act, amounting to \$100,000,000, three quarters of which is derived from the appropriation of 1919 and \$25,000,000 from the original appropriation of 1916. A deduction of \$3,000,000 or 3 per cent of the funds, will be made to provide for the expense of administering the Federal Aid Act by the Department of Agriculture. The balance of \$97,000,000 will be divided among the states in proportion to their population, area and mileage of post roads.

Under the law the states are required to enter into formal agreements with the Secretary of Agriculture for the construction upon which this money is to be used before July 1, 1922. Any money which is not taken up before that time will be reapportioned among all the states in the same manner in which the original apportionments are made. All previous apportionments have been taken up in the time allotted, and it is not likely that the states will fail to absorb this last apportionment. To do so, however, will mean that the states must survey, plan, and let contracts for at least \$200,000,000 worth of federal aid road construction in the next two years.

If the states continue to pay more than 50 per cent of the cost, as they have in the past, the cost of the roads constructed with this last apportionment may reach \$250,000,000. In other words, it

will be necessary to plan for construction at the rate of at least \$100,000,000 and probably more, per year. Some appreciation of what that means may be gleaned from the fact that in 1915 the expenditure for all roads in the United States, constructed under state supervision, was only \$80,000,000.

Since 1915, however, state highway departments have been greatly expanded, and efficient machinery has been developed which will undoubtedly be able to handle the greater volume of work.

The states have had four years in which to prepare for the expenditure of the large funds which now become available. They expect to be able to handle them. What is of greater concern to them at this time is the condition which may result if federal appropriations are permitted to lapse. The highway departments should know at least a year in advance what funds are to be available in order that plans may be made for future construction. Unless, therefore, further federal action is taken in the coming year, the states will be left in doubt as to the future policy of the government, and the amount of money they must be prepared to expend. Such a contingency would involve a serious setback to the progress of road construction; and should be avoided by early congressional action.

— Build Roads Now —

INDIANA PLANS ROAD WORK OF \$30,000,000 FOR YEAR

A 1921 state highway program to cost between \$26,000,000 and \$30,000,000 is contemplated by the Indiana state highway commission according to L. H. Wright, director of the department. This program is contemplated despite the feeling in some influential quarters that because of the high cost of material and other conditions this is no time to plunge so heavily into this form of public improvement.

The huge sum will provide for the paving of approximately 500 miles of roads, the building of many bridges, the maintenance of approximately 3,500 miles of roads in the state highway system and the overhead of the department, Mr. Wright estimates.

The commission's bill, now being prepared for the special session of the legislature, will ask for a state highway levy of 30 cents on each \$100 of assessed valuation in the state. Mr. Wright estimates that on the anticipated \$6,000,000,000 state total assessed valuation of this year the levy would produce \$18,000,000 revenue for the department.

He estimates that to the direct tax would be added \$5,000,000 the maximum amount the department may obtain from the federal government for road building next year. From the inheritance tax \$500,000 is anticipated and the automobile license department will add at least \$2,500,000 according to present estimates.

The total thus available for the department next year would be \$26,000,000. This may be increased \$2,500,000 by the proposed doubling of the state automobile license fees, but Mr. Wright said, the state highway commission does not propose to ask the legislature to double the fees, although, he said, such a bill may be introduced at the special session by others.

CROWDS OUT CONSTRUCTION

Hannibal, Mo., June 30, 1920.

Dear Mr. Clarkson:

A committee from Hannibal and Monroe City met at Hunnewell to adjust a controversy with reference to the marking yesterday. We also took occasion to do some marking and note places in the road which needed attention and will take the matter up with the proper officials to have the improvements made.

We returned home through the mud and finally realized the importance of a hard surfaced road. Traffic on the highway is very heavy. I was across the river in Illinois the other day doing some repair work on the Pikes Peak route and in three hours a hundred tourists' cars passed. They came so fast it was difficult to do any work without stopping the traffic.

Very truly yours,
H. A. SCHEIDKER,
Secretary.

— Build Roads Now —

IMPROVING STANBERRY SECTION

Stanberry, Mo., June 22, 1920.

Dear Mr. Clarkson:

Since talking with you a few days ago quite a few things have happened and I believe the letters that you wrote are having quite an influence.

The township board called me this a. m. before I had been in the habit of getting up and came and got me in the car and took me over all of the rough road on the J-H between Stanberry and King City and also on the proposed detour route north of Stanberry and showed and told me what they were going to do. They have already this afternoon placed their new engine and grader on the detour north of Stanberry and will place another engine and grader on the road south of Stanberry running down to what is known as Walnut Lane some day this week.

I have seen quite a number of the gentlemen to whom you wrote your letter and they are very enthusiastic and have told me that just as soon as the grader reaches their road they will be right with it with their harrows and disks and drags, so I think it will be very safe to say that within a very few days there will be no room for complaint about the road up through this section.

Yours very truly,
C. A. Greenlee.

— Build Roads Now —

GOING UP!

Gasoline, the life-blood of our motors, is exhibiting the well-known peculiarities heretofore confined to mercury. For, as the warm weather approaches, the price of Texalantic starts out bent on reaching Major Schroeder's altitude record. The price of Mr. Carburetor's food has already advanced to 31 or 35 cents for each four quarts (depending on where you buy it), and the fellow who works the pump says: "Soon it'll be 40 cents." And he ought to know!

The possibilities of the rise of gasoline have not been exhausted, however. We have heard that it is possible to send it up much, much farther. In order to demonstrate this it is only necessary to light a match in the vicinity of an open tank.



AMERICA'S NATIONAL PARKS

Connecting Them Up with Improved Highways

By H. O. BISHOP.

— Build Roads Now —

— Build Roads Now —

— Build Roads Now —

What do you know about the national parks of the United States? Have you any idea how many there are and where they are located? It is an indisputable fact that the United States furnishes to the people playgrounds which are without rivals in all the world. Just as the cities are seeing the wisdom and necessity of open spaces for the children and grown-ups, so with a large vision the nation has been saving from its domain the rarest places of grandeur and beauty for the enjoyment of the world.

This nation is richer in natural scenery of the first order than any other nation on earth. But the trouble is, we hardly realize it as yet. We possess an empire of grandeur and beauty about which comparatively few citizens have ever heard. We own the most inspiring playgrounds and the best equipped nature schools in the world, and we are serenely ignorant of the fact.

It has only been within the past year that any considerable number of people visited the great national parks. That such mountains and glaciers, lakes and canyons, forests and waterfalls were to be found in this country was a revelation to many who had heard but not believed.

Individual features of several of our national parks are known the world over; but very few to whom the Yosemite Valley is a household word know that its seven wonderful miles are a part of a scenic wonderland of eleven hundred square miles called the Yosemite National Park. So with the Yellowstone; all have heard of its geysers, but few indeed of its 3,300 square miles of wilderness beauty. Some of our finest national parks you probably never have even heard of. The Sequoia, soon to be renamed the Roosevelt National Park, one of the noblest scenic areas on earth, is the home of more than a million se-

quoias, the celebrated big trees of California. The Crater Lake National Park includes the deepest and bluest lake in the world surrounded by walls of pearly fretted lavas of indescribable beauty. Mount Ranier has 28 glaciers or rivers of ice, banked by veritable gardens of wild flowers. The Rocky Mountain National Park is amazingly diversified, with valleys and dozens of peaks towering more than 12,000 feet into the skies. The Mesa Verde National Park is dotted with well-preserved ruins of a civilization which passed out of existence so many centuries ago that not even tradition recalls its people. And then there is the Grand Canyon National Park which Theodore Roosevelt characterized as "absolutely unparalleled throughout the wide world." Charles Dudley Warner said it was "the most sublime of all earthly spectacles," and John Muir expressed himself in these words: "A wilderness so Godful, Cosmic and Primeval." The Glacier National Park with its 60 glaciers feeding hundreds of lakes, and its cliffs several thousand feet high presents a scenery truly Alpine. The Zion National Park is a perfect riot of colors reflected on cliffs and in canyons.

It may be said that one of the striking features of the ten main national parks is that each one of them is quite different from all the others, each having a marked individuality of its own.

Every person in these United States ought to know much about these parks and visit them when possible, for considered together, they contain more features of conspicuous grandeur than are readily accessible in all the rest of the world together.

Nearly 40,000 motorists toured Yellowstone Park in 1919, of whom 60 per cent brought with them their own camp equipment and enjoyed for days the special

camp grounds where an abundance of wood, water and toilet facilities were furnished free of charge. Some 60,000 motorists visited the Rocky Mountain National Park last year, while 18,000 stopped at the Yosemite National Park. There was an unprecedented increase of visitors at the other parks during the same period. All the parks are comfortably equipped with camping facilities, including water, wood and toilets. This increase in park visitors is most gratifying as tending to show that the people are beginning properly to appreciate their vacation grounds and to enjoy the glorious outdoor life which is bound to reflect most beneficially on the health of the nation.

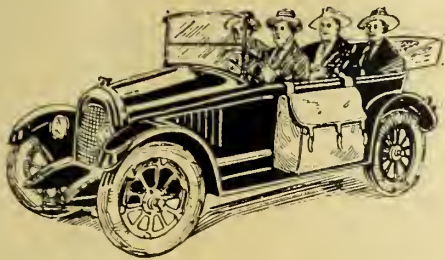
Heretofore it has been extremely difficult to reach some of these parks because of their remoteness from improved highways and from trunk line railroads. There is now, however, a well defined movement being organized to connect the various parks with a road to be known as the National Park-to-Park highway. This highway will be co-operative, joining with established highways from the East and West.

— Build Roads Now —

STRINGENT LAWS ARE NEEDED

Embodying features of the California law a comprehensive and uniform anti-theft measure is being prepared by eastern automobile officials and prosecutors. It will combine features of the laws now in existence. Uniformity of state laws is needed to aid in stamping out the evil of motor vehicle pilfering. California has made rapid progress in this line, and is being watched by other states. Unfortunately in other states the laws are less stringent and are easily evaded.

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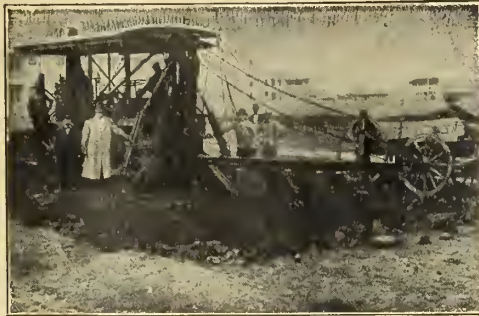
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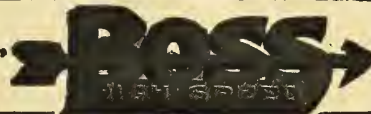
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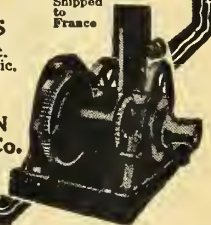
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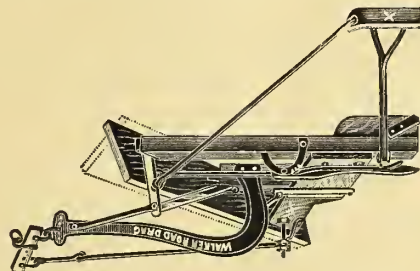
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Number 6



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We wish to call the attention of The Modern Highway subscribers to the fact that our advertisers are worthy of patronage.

We do not solicit or accept advertising on a charitable or philanthropic basis. Neither do we accept fake advertising. We propose to return to the advertiser every dollar he spends with us and a good fat dividend also.

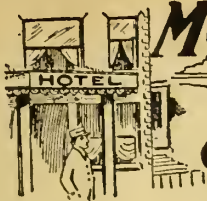
The bigger these dividends the more advertising we will get for The Modern Highway. So every one of The Modern Highway subscribers will serve his own interests best by trading with our advertisers.

When road building machinery or materials are wanted write to our advertisers for particulars and prices, and tell them you are a Modern Highway subscriber. When an automobile, truck, tires or supplies are wanted do the same.

When traveling on the highway take the latest issue of The Modern Highway with you and stop at garages and hotels which thing enough of your patronage to advertise in your paper.

Co-operation between our advertisers and our Modern Highway subscribers is a game in which everybody wins.

THE MODERN HIGHWAY.



MOTORISTS DIRECTORY

**HOTELS
GARAGES ETC.**



*Dependable Firm
Tourist and Travel*

Thompson Motor Company

2nd and Evergreen Street
DURANT, OKLAHOMA

Automobiles, Supplies, Accessories
Storage, Expert Repairing

"Prompt and Courteous Attention"

For Prompt Service Go to

Wilson's Garage

PARK RAPIDS, MINNESOTA

Storage—Accessories—Supplies

Courteous Treatment, Expert Repairing

Telephone 33

T. J. WILSON, Manager

Tourists Go to

The Motor Inn

FOR YOUR AUTO AND TIRE TROUBLE

Service Our Motto

SLATER BROS. CO.

Phones N. W. 430, Tri State 55

NORTHFIELD, MINN.

Public Garage

ON JEFFERSON HIGHWAY

Battery Service—Expert Repairing

Full Line of Accessories
FORD AGENCY

NORFLEET & REAM, Proprietors

Butler, Mo., Phone 35

Adrian, Mo., Phone 191

PEARCE AUTO COMPANY

112-120 S. Burnett Ave.

DENISON, TEXAS

Distributors of

Buick—Ford—Hudson

Automobiles, Supplies, Storage

Old Phone 60

New Phone 153

NEVADA HOTEL

NEVADA, IOWA

A Modern Hotel With Sleeping Porches Screened in

Surrounded by Large Grounds. Situated on Jefferson Highway. American Plan. Excellent Garage Accommodations.

W. D. LITTLE, Proprietor

Amble Inn Garage

Everything for the Automobile

BEST SERVICE

MODERN BUILDING

Near Commercial Hotel
KING CITY, MISSOURI

Phone No. 1

LEITH AUTO CO., Proprietor

Everything for Automobiles at

W. C. Byrant's Garage

MAIN STREET, CARTHAGE, MO.

FIREPROOF STORAGE FOR 200 CARS

Phones 540



HOTEL EVELYN
THIEF RIVER FALLS, MINN.

Hot and Cold
Water in
Every Room

Telephone in
All Rooms

60 All Outside
Rooms—15
with Bath

HOTEL EVELYN

On the Jefferson Highway

THIEF RIVER FALLS, MINNESOTA

Prompt and Courteous Treatment Given to Tourists

JULIEN PRAVENCHER, Proprietor

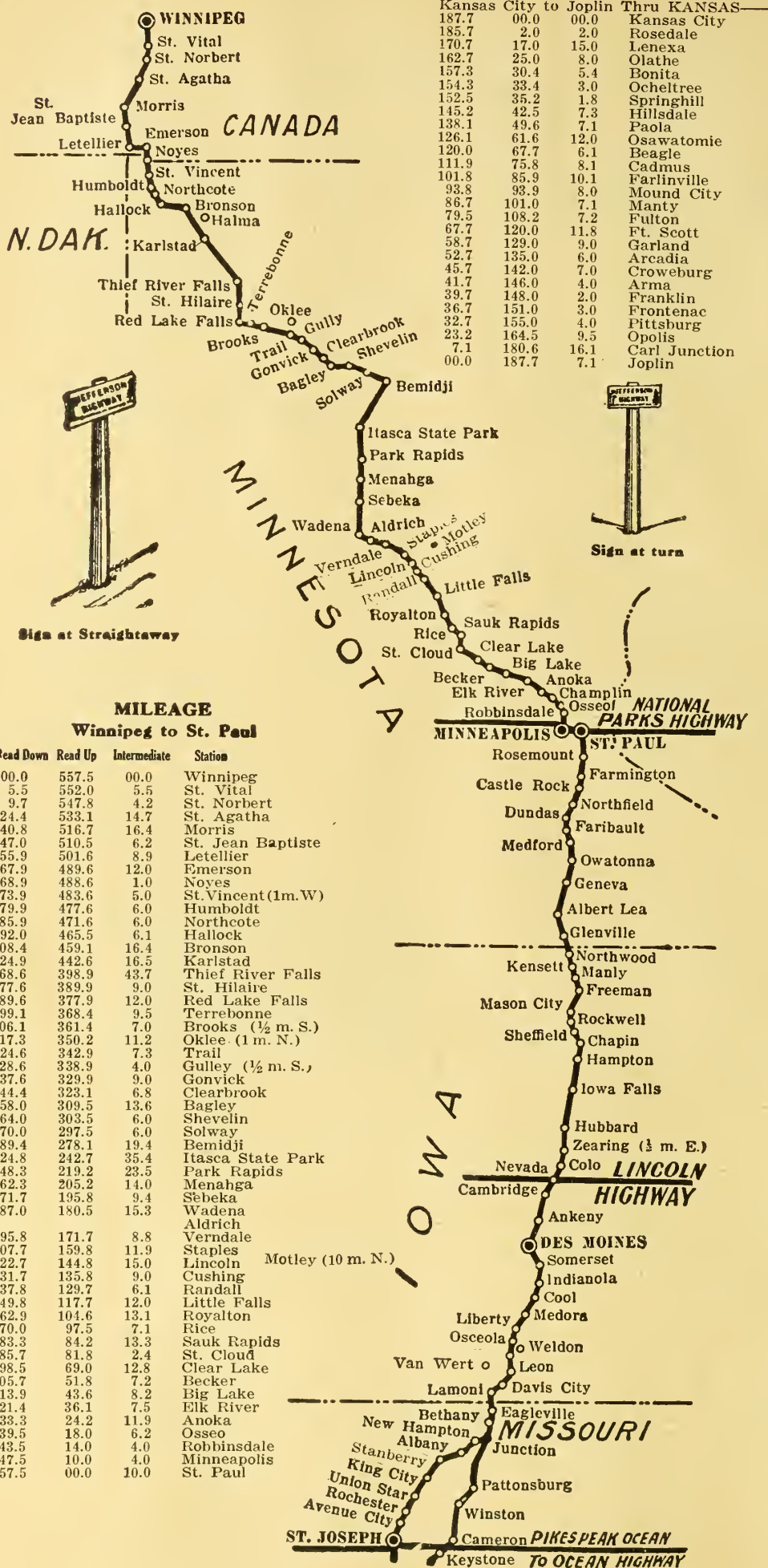
Rooms by Day or Week. One Block West of Postoffice.

The Grandview

MODERN, CLEAN AND UP-TO-DATE

J. T. NORMAN, Proprietor

Stanberry, Mo.



MILEAGE
Winnipeg to St. Paul

Read Down	Read Up	Intermediate	Station
000.0	557.5	00.0	Winnipeg
5.5	552.0	5.5	St. Vital
9.7	547.8	4.2	St. Norbert
24.4	533.1	14.7	St. Agatha
40.8	516.7	16.4	Morris
47.0	510.5	6.2	St. Jean Baptiste
55.9	501.6	8.9	Letellier
67.9	489.6	12.0	Emerson
68.9	488.6	1.0	Noyes
73.9	483.6	5.0	St. Vincent (1m. W)
79.9	477.6	6.0	Humboldt
85.9	471.6	6.0	Northcote
92.0	465.5	6.1	Hallock
108.4	459.1	16.4	Bronson
124.9	442.6	16.5	Karlstad
168.6	398.9	43.7	Thief River Falls
177.6	389.9	9.0	St. Hilaire
189.6	377.9	12.0	Red Lake Falls
199.1	368.4	9.5	Terrebonne
206.1	361.4	7.0	Brooks (1/2 m. S.)
217.3	350.2	11.2	Oklee (1 m. N.)
224.6	342.9	7.3	Trail
228.6	338.9	4.0	Gully (1/2 m. S.)
237.6	329.9	9.0	Gonvick
244.4	323.1	6.8	Clearbrook
258.0	309.5	13.6	Bagley
264.0	303.5	6.0	Shevelin
270.0	297.5	6.0	Solway
289.4	278.1	19.4	Bemidji
324.8	242.7	35.4	Itasca State Park
348.3	219.2	23.5	Park Rapids
362.3	205.2	14.0	Menahga
371.7	195.8	9.4	Sebeka
387.0	180.5	15.3	Wadena
395.8	171.7	8.8	Verndale
407.7	159.8	11.9	Staples
422.7	144.8	15.0	Lincoln
431.7	135.8	9.0	Cushing
437.8	129.7	6.1	Randall
449.8	117.7	12.0	Little Falls
462.9	104.6	13.1	Royaltown
470.0	97.5	7.1	Rice
483.3	84.2	13.3	Sauk Rapids
485.7	81.8	2.4	St. Cloud
498.5	69.0	12.8	Clear Lake
505.7	51.8	7.2	Becker
513.9	43.6	8.2	Big Lake
521.4	36.1	7.5	Elk River
533.3	24.2	11.9	Anoka
539.5	18.0	6.2	Osseo
543.5	14.0	4.0	Robbinsdale
547.5	10.0	4.0	Minneapolis
557.5	00.0	10.0	St. Paul

Kansas City to Joplin Thru KANSAS—

187.7	00.0	00.0	Kansas City
185.7	2.0	2.0	Rosedale
170.7	17.0	15.0	Lenexa
162.7	25.0	8.0	Olathe
157.3	30.4	5.4	Bonita
154.3	33.4	3.0	Ocheltree
152.5	35.2	1.8	Springhill
145.2	42.5	7.3	Hillsdale
138.1	49.6	7.1	Paola
126.1	61.6	12.0	Osawatomie
120.0	67.7	6.1	Beagle
111.9	75.8	8.1	Cadmus
101.8	85.9	10.1	Farlinville
93.8	93.9	8.0	Mound City
86.7	101.0	7.1	Manty
79.5	108.2	7.2	Fulton
67.7	120.0	11.8	Ft. Scott
58.7	129.0	9.0	Garland
52.7	135.0	6.0	Arcadia
45.7	142.0	7.0	Croweburg
41.7	146.0	4.0	Arma
39.7	148.0	2.0	Franklin
36.7	151.0	3.0	Frontenac
32.7	155.0	4.0	Pittsburg
23.2	164.5	9.5	Opolis
7.1	180.6	16.1	Carl Junction
00.0	187.7	7.1	Joplin

St. Paul to Kansas City

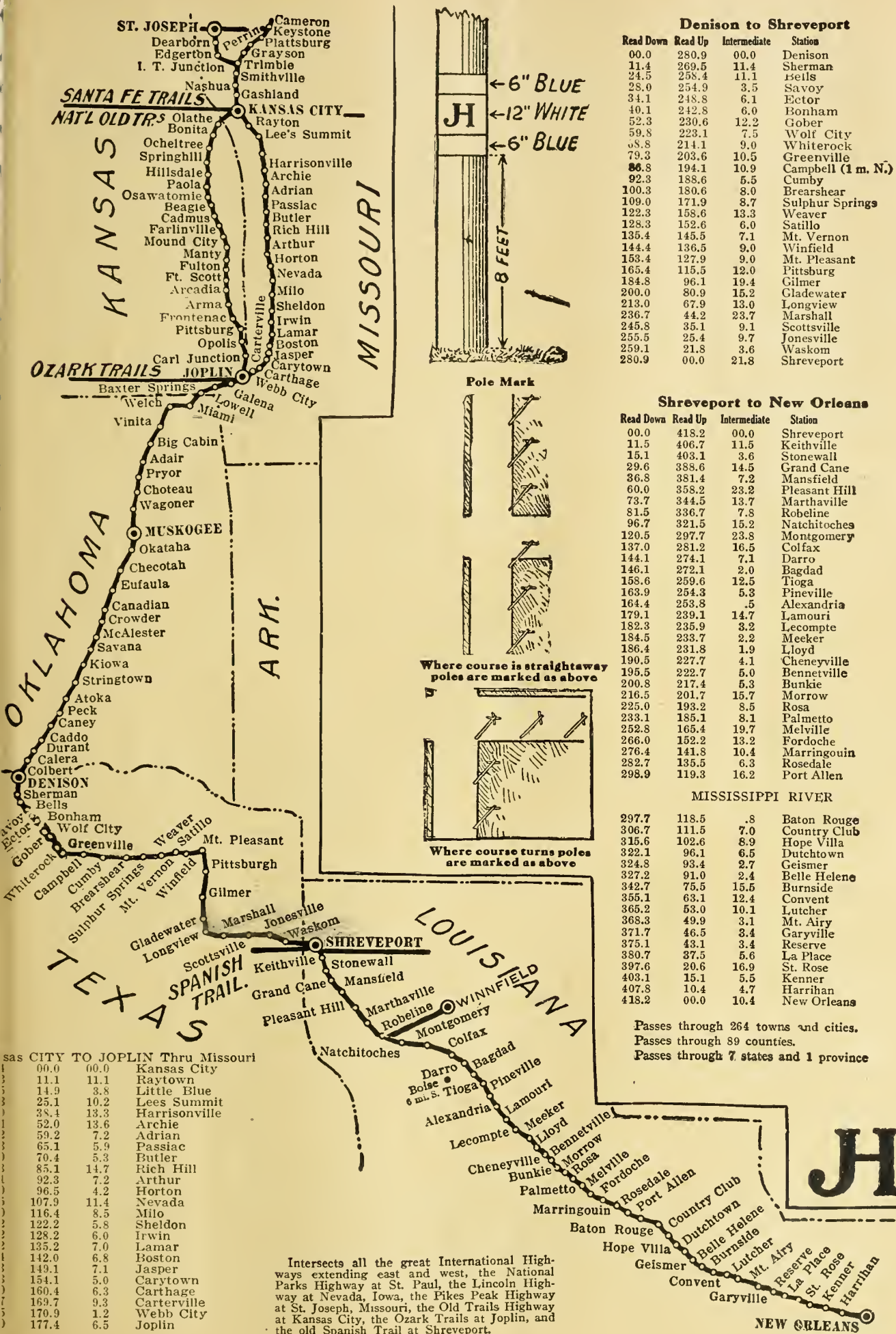
Read Down	Read Up	Intermediate	Station
00.0	503.0	00.0	St. Paul
15.6	487.4	15.6	Rosemount
23.1	479.9	7.5	Farmington
29.6	473.4	6.5	Castle Rock—to N.
37.2	465.8	7.6	Northfield
40.5	462.5	3.3	Dundas
52.2	450.8	11.7	Faribault
61.0	442.0	8.8	Medford
68.1	434.9	7.1	Owatonna
86.5	416.5	18.4	Geneva
100.8	402.2	14.3	Albert Lea
108.8	394.2	8.0	Glenville
120.0	383.0	11.2	Northwood
126.7	376.3	6.7	Kensett
131.5	371.5	4.8	Manly
137.5	365.5	6.0	Freeman
142.5	360.5	5.0	Mason City
154.2	348.8	11.7	Rockwell
160.9	342.1	6.7	Sheffield
164.9	338.1	4.0	Chapin
171.1	331.9	6.2	Hampton
189.2	313.8	18.1	Iowa Falls
205.1	297.9	15.9	Hubbard
215.4	287.6	10.3	Zearing (1/2 m. E.)
225.6	277.4	10.2	Colo
232.8	270.2	7.2	Nevada
245.2	257.8	12.4	Cambridge
258.8	242.2	13.6	Ankeny
271.0	232.0	12.2	DES MOINES
283.6	219.4	12.6	Somerset
289.7	213.3	6.1	Indianola
300.1	202.9	10.4	Cool
303.7	199.3	3.6	Medora
308.2	194.8	4.5	Liberty
320.9	182.1	12.7	Osceola
331.1	171.9	10.2	Weldon (1 1/2 m. E.)
333.1	169.9	2.0	Van Wert (1 m. W.)
343.1	159.9	10.0	Leon
352.2	150.8	9.1	Davis City
359.5	143.5	7.3	Lamoni
373.6	129.4	14.1	Eagleville
389.3	113.7	15.7	Bethany
392.1	110.9	2.8	Junction
399.7	129.8	7.6	New Hampton
408.0	121.5	8.3	Albany
420.0	109.5	12.0	Stanberry
432.0	145.5	12.0	King City
439.5	90.0	8.7	Union Star
448.8	80.7	9.3	Rochester
456.9	72.6	8.1	Avenue City
466.2	63.3	9.3	ST. JOSEPH
487.0	42.5	20.8	Dearborn
495.7	33.8	8.7	Edgerton
502.1	27.4	6.4	Trimble
508.8	20.7	6.7	Smithville
515.3	14.2	6.5	Nashua
519.0	10.5	3.7	Gashland
529.5	00.0	10.5	Kansas City

VIA CAMERON

Read Down	Read Up	Intermediate	Station
392.1	110.9	2.8	Junction
410.8	92.2	18.7	Pattonsburg
424.6	78.4	13.8	Winston
439.6	63.4	15.0	Cameron
448.6	54.4	9.0	Keystone
454.1	48.9	5.5	Perrin
462.1	40.9	8.0	Plattsburg
470.6	32.4	8.5	Grayson
475.6	27.4	5.0	Trimble-Junction
482.3	20.7	6.7	Smithville
488.8	14.2	6.5	Nashua
492.5	10.5	3.7	Gashland
508.0	00.0	10.5	Kansas City

Joplin to DENISON

Read Down	Read Up	Intermediate	Station
00.0	312.8	00.0	Joplin
6.0	306.8	6.0	Galena
10.0	302.8	4.0	Lowell
13.1	299.7	3.1	Baxter Springs
31.6	281.2	18.5	Miami
43.8	269.0	12.2	Welch
63.3	249.5	19.5	Venita
73.6	239.2	10.3	Big Cabin
82.9	229.9	9.3	Adair
93.8	219.0	10.9	Prior
104.4	208.4	10.6	Choteau
121.7	191.1	17.3	Wagoner
135.7	177.1	14.0	Muskogee
149.5	163.3	13.8	Okataha
158.5	154.3	9.0	Checotah
174.5	138.3	16.0	Eufaula
186.5	126.3	12.0	Canadian
190.6	122.2	4.1	Crowder
206.0	106.8	15.4	McAlester
214.6	98.2	8.6	Savannah
223.2	89.6	8.6	Kiowa
244.1	68.7	20.9	Stringtown
252.1	60.7	8.0	Atoka
257.5	55.3	5.4	Peck
265.7	47.1	8.2	Caney
275.5	37.3	9.8	Caddo
288.4	24.4	12.9	Durant
294.2	18.6	5.8	Calera
303.8	9.0	9.6	Colbert
312.8	0.0	9.0	Denison



Denison to Shreveport

Read Down	Read Up	Intermediate	Station
00.0	280.9	00.0	Denison
11.4	269.5	11.4	Sherman
24.5	258.4	11.1	Bells
28.0	254.9	3.5	Savoy
34.1	248.8	6.1	Ector
40.1	242.8	6.0	Bonham
52.3	230.6	12.2	Gober
59.8	223.1	7.5	Wolf City
68.8	214.1	9.0	Whiterock
79.3	203.6	10.5	Greenville
86.8	194.1	10.9	Campbell (1 m. N.)
92.3	188.6	5.5	Cumby
100.3	180.6	8.0	Brearshear
109.0	171.9	8.7	Sulphur Springs
122.3	158.6	13.3	Weaver
128.3	152.6	6.0	Satillo
135.4	145.5	7.1	Mt. Vernon
144.4	136.5	9.0	Winfield
153.4	127.9	9.0	Mt. Pleasant
165.4	115.5	12.0	Pittsburg
184.8	96.1	19.4	Gilmer
200.0	80.9	15.2	Gladewater
213.0	67.9	13.0	Longview
236.7	44.2	23.7	Marshall
245.8	35.1	9.1	Scottsville
255.5	25.4	9.7	Jonesville
259.1	21.8	3.6	Waskom
280.9	00.0	21.8	Shreveport

Shreveport to New Orleans

Read Down	Read Up	Intermediate	Station
00.0	418.2	00.0	Shreveport
11.5	406.7	11.5	Keithville
15.1	403.1	3.6	Stonewall
29.6	388.6	14.5	Grand Cane
36.8	381.4	7.2	Mansfield
60.0	358.2	23.2	Pleasant Hill
73.7	344.5	13.7	Marthaville
81.5	336.7	7.8	Robeline
96.7	321.5	15.2	Natchitoches
120.5	297.7	23.8	Montgomery
137.0	281.2	16.5	Colfax
144.1	274.1	7.1	Darbo
146.1	272.1	2.0	Bagdad
158.6	259.6	12.5	Tioga
163.9	254.3	5.3	Pineville
164.4	253.8	.5	Alexandria
179.1	239.1	14.7	Lamouri
182.3	235.9	3.2	Lecompte
184.5	233.7	2.2	Meeker
186.4	231.8	1.9	Lloyd
190.5	227.7	4.1	Cheneyville
195.5	222.7	5.0	Bennetville
200.8	217.4	5.3	Bunkie
216.5	201.7	15.7	Morrow
225.0	193.2	8.5	Rosa
233.1	185.1	8.1	Palmetto
252.8	165.4	19.7	Melville
266.0	152.2	13.2	Fordoché
276.4	141.8	10.4	Marringouin
282.7	135.5	6.3	Rosedale
298.9	119.3	16.2	Port Allen

MISSISSIPPI RIVER

Read Down	Read Up	Intermediate	Station
297.7	118.5	.8	Baton Rouge
306.7	111.5	7.0	Country Club
315.6	102.6	8.9	Hope Villa
322.1	96.1	6.5	Dutchtown
324.8	93.4	2.7	Geismer
327.2	91.0	2.4	Belle Helene
342.7	75.5	15.5	Burnside
355.1	63.1	12.4	Convent
365.2	53.0	10.1	Lutcher
368.3	49.9	3.1	Mt. Airy
371.7	46.5	3.4	Garyville
375.1	43.1	3.4	Reserve
380.7	37.5	5.6	La Place
397.6	20.6	16.9	St. Rose
403.1	15.1	5.5	Kenner
407.8	10.4	4.7	Harrihan
418.2	00.0	10.4	New Orleans

Passes through 264 towns and cities.

Passes through 89 counties.

Passes through 7 states and 1 province

JH



MOTORISTS DIRECTORY

**HOTELS
GARAGES ETC.**



*Dependable Firms for the
Traveller and Tourist*

TRAIL STATE BANK

Trall, Polk County, Minnesota
On the Jefferson Highway
6% PAID ON TIME DEPOSITS
RESOURCES OVER \$200,000.00

HOBBIE WELDING PLANT

EXPERT OXY-ACETYLENE WELDERS

Established 1910

Most Difficult Welding Jobs on
Aluminum Crank Cases and Cast Iron
Car and Tractor Parts Solicited

HAMPTON,

IOWA

H. Welch & Son GARAGE

Our stock of accessories and Ford parts
is complete.

Phone No. 5

Stanberry, Missouri

Briggs-Burba Motor Co.

Second and Cherokee

Phone 26

McALESTER, OKLA.

Your Garage That Is Our Garage

For it is one of the cleanest and best kept of any place along
the Jefferson Highway.

None of our men smoke in the building, either when off
or on duty.

Convenient Waiting Room for your family, and room for
80 cars. Eighteen people to serve you.

REPAIRING—TIRES—SUPPLIES

Hobbie Automobile Co.

Phone No. 230

HAMPTON, IOWA

SHEFFIELD HAS LOCAL J. H. ASSOCIATION

The Jefferson Highway has organized
a local association of eighteen members
in Sheffield to care for the interests of
the town and the highway in this vicinity.
The local associations are part of
the new scheme of organization of the
Jefferson.

These local organizations send delegates
to their county highway meetings,
and the counties in turn send men to the
state conventions. These conventions
control the highway in that state. Thus
the towns really control the highway
through their delegates.

The fees of \$5 a year charged each
member are put in a fund for advertising
the highway. In papers and magazines
throughout the country, the Jefferson
is to be advertised, and people urged
to travel over it. This means that Sheffield
will be advertised with the other
towns on the road, and will receive such
benefits as this advertisement brings.

It will mean in the first place more
people going through Sheffield, and in
the second place more people stopping in
Sheffield. This will mean that Sheffield
becomes better known, and incidentally
that more money will be brought into
town by these transients.

The highway also publishes a magazine
devoted to the interests of the country
through which it runs. This magazine
costs \$1.00 for three years. Member-

ships to the local association and sub-
scriptions to the magazine may be for-
warded through the local members.

Those who have joined to date are:

The Sheffield Bank
The Citizens Bank
The Farmers & Merchants Bank
Alvin Schaefer
Dow Auto Co.
Sheffield Auto Co.
Wood Carriage & Auto Co.
Chester Yelland
Esslinger Implement Co.
O. W. Esslinger
F. R. Jernegan
Roy Allen
Wartnaby & Atkinson
C. F. Bokmeyer
C. C. Carhart
R. R. Carhart
H. L. Carhart
Cedar Valley Electric Co.

—Sheffield (Ia.) Press.

—Build Roads Now—

GOOD FOR WINN

Winn Parish, by a majority of five to
one in numbers, joined the million dollar
roads class among the parishes Monday,
by voting bonds to that amount for road
construction and a maintenance tax
which will yield \$30,000 a year on present
valuations.

Winn Parish has a thousand square
miles of fine agricultural land and four
railroads to carry its products to market.
The complete road system now provided
for will bridge the gap between farm and
shipping point.—New Orleans Item.

It will bridge, also the gap between
Winn Parish and the remainder of the
United States, as the Jefferson Highway
passes over about five miles of the cor-
ner of Winn Parish, enabling people
from other states, who might wish to in-
vest or secure homes in Winn Parish,
to get to those fine low priced agricul-
tural lands.

Winn is certainly playing the good
roads game right by providing for main-
tenance at the start.

No better advertisement of Winn Par-
ish could have been written than the
first paragraph of the above item.

—Build Roads Now—

THE ROAD INTRODUCES THE TOWN

A traveler's first impression of a town
springs from the road on which he en-
ters. The pessimistic mood caused by a
jolting road requires much reassurance
to the traveler concerning the town's
character. But upon gliding smoothly
and comfortably along well cared for
roads into a community one presup-
poses a thrift and self-respect in the in-
habitants.

DON'T WANT TO LOSE THE J. H.

Denison, Texas, June 12, 1920.

Mr. J. D. Clarkson, General Manager,
Jefferson Highway Association,
St. Joseph, Mo.

Hon. Paul Nesbitt, Vice-President,
Jefferson Highway Association,
McAlester, Okla.

Mr. H. H. Ogden, Muskogee, Okla.

Mr. W. F. Dodd, Caddo, Okla.

Mr. H. B. Campbell, Welch, Okla.

Gentlemen: Bryan County, Oklahoma, has voted bonds and asks for federal aid to build roads in that county, one of which was to be the Jefferson Highway from the county line north of Caddo to Red River through Durant, Calera, Colbert and to the bridge north of Denison.

There has arisen a controversy apparently due to an effort on the part of some interests to build the improved road from Durant along the M. O. & G., through Achille and Kemp City to the Carpenters Bluff combination railroad and wagon bridge of the M. O. & G. which is only a one way side drive. The mileage on the route proposed is 5 9-10 miles longer than the present route of the Jefferson Highway which comes directly from Durant through Calera and Colbert to Denison, furthermore, there is no Texas state highway that reaches Carpenters Bluff bridge, while the old established Texas state highway does reach the bridge north of Denison between Denison and Colbert. The object of this letter is to put you gentlemen on guard in case you should be approached relative to relocating the Jefferson Highway between Durant and Red River. Please bear in mind that there is no Jefferson Highway between Denison and Carpenters Bluff.

Very truly yours,

Signed W. N. KING,
President Texas Division.

— Build Roads Now —

St. Joseph, Mo., June 18, 1920.

W. F. Dodd,
Caddo, Oklahoma.

Dear Mr. Dodd:

What do you know about this? Will start for Oklahoma next week, but it will be some time before I reach Caddo as I shall work the territory thoroughly on the way down.

Please write me at St. Joseph.

J. D. CLARKSON,
General Manager.

— Build Roads Now —

Caddo, Okla., June 25, 1920.

Dear Friend Clarkson:

I am in receipt of your recent favor enclosing communication from our mutual friend, King, in regard to changing Jefferson Highway. In reply beg to advise that our friend King is a little unduly excited about the matter. The fact is we contemplate building nearly two hundred miles of hard surface road in Bryan County, for which we have voted nine hundred thousand dollars' worth of bonds to be used with an equal amount of federal aid. Four hundred and fifty thousand if this federal aid is available and we have made ready to use it at this time. Have in an estimate covering approximately one hundred miles. In addition to the bonds voted and the federal

aid mentioned, we have a balance of approximately one hundred thousand appropriated for the Jefferson some two years ago, and reappropriated at the last session of the legislature. Now, the facts are the money will be spent and the roads built under the supervision of a federal engineer, and the federal engineer told me most emphatically that he would split the county two ways first, and as nearly in the center of the county as possible. Now, it just happens that the road mentioned by Mr. King from Durant to Carpenters Bluff is almost in the exact center of the county, while the Jefferson Highway runs southwest from Durant, and almost to the west edge of the county. There is no disposition on the part of anyone so far as I am able to ascertain to change the route of the Jefferson Highway, or fail to give it due consideration at the proper time. Personally I should like to see the Jefferson built first through the entire county, but I am persuaded that the proposition to build the two roads through the center of the county first is entirely fair and just to all the people of the county and no one can reasonably object to this, "especially since the north half of the Jefferson is to be the first road built." I am advised that the survey is now being made from Durant to the Red River bridge at Denison.

Was glad to hear that you would be down this way in the near future. We will expect you to be our guest. If you will advise me about when to expect you I will guarantee you plenty of fried chicken (provided the neighbors don't all put locks on their hen houses).

I was down to Bonham this week, they have begun work on the highway through Fanin County to Bonham, but are having all kinds of trouble in getting gravel shipped.

Don't believe I have paid up my dues this year, so will enclose check for five dollars.

Truly yours,

W. F. DODD.

— Build Roads Now —

Caddo, Okla., July 2, 1920.

Dear Mr. Clarkson.

I am just in receipt of your favor asking for the return of Mr. King's letter. I also learned a few days ago that Mr. King fears for the future of the Jefferson Highway from Durant to Denison as now located were not entirely without foundation. The people of Colbert and Calera are convinced that such a move was started, however strongly denied by the parties who were working after the job. I am still after the proposition and will see that this change does not happen. No one seems willing so far to claim responsibility for the attempted change.

Truly yours,

W. F. DODD.

— Build Roads Now —

St. Joseph, Mo., July 12, 1920.

Mr. W. F. Dodd,
Caddo, Okla.

Dear Mr. Dodd: When I get to Bryant County and qualify as a preacher by disposing of your neighbors' fried chickens I shall want to preach a little sermon on the text found in your letter, viz.:

"Give the Jefferson Highway due consideration at the proper time."

I shall probably play up quite strongly

on the words "due" and "proper time" and go back in ancient history as far as November, 1915, and note, if in the promises made at New Orleans to secure the route of the Jefferson Highway through Oklahoma, exceptions were made to properly advise the other co-operating communities who were to invest in this great co-operative enterprise, that they might expect that the due and proper time to construct this international highway was after other roads were constructed in Bryan County.

I shall ask also for a little more information as to the attitude of the federal engineer who is reported to have taken such a firm position as to splitting the county two ways in the center without taking the Jefferson into consideration except as it might happen to follow the mid county split, and ask the privilege of presenting the advisability of adopting a broader policy—one that I am persuaded would appeal strongly to his chief—the Hon. E. T. Meredith, Secretary of Agriculture, and founder of the Jefferson Highway who was at New Orleans and has personal knowledge of the strenuous efforts and the strenuous promises made by Oklahoma to secure the routing of the Jefferson that way.

I am not saying that the federal engineer is wrong in his reported conclusions, but I do suggest that if straight lines are desirable and southwest detours are of secondary importance in building roads in smaller territory, such as Bryan County, that others who do not live in the most southwest detour of the Jefferson Highway, might think it a good principal to apply in the larger enterprise covering the larger territory of the Jefferson Highway.

Having suggested these thoughts for the consideration of the people of Bryan County and those of Oklahoma, I shall leave the further consideration of the subject until I get to the territory and then owing to the fact that the Jefferson Highway is a purely voluntary organization the decision as to the choice of policies will be left to your people.

Sincerely yours,

J. D. CLARKSON,
General Manager
Jefferson Highway Ass'n.

— Build Roads Now —

Little Falls, Minnesota, June 29, 1920.

My Dear Mr. Clarkson:

The other day, I read your first article in the last issue of The Highway, with a great deal of pleasure. I am glad the Jefferson Highway is active enough to get official recognition in this manner, and I truly hope that it will continue so.

This has been a rather poor spring for working roads up our way. However, we are graveling the Jefferson Highway from Little Falls to Royalton and getting ready for the concrete between the two cities. It is the hopes of the state highway department that the counties north of the cities will complete the concrete roads as far north as Little Falls.

We are living in hopes that Amendment No. 1 to our Constitution will take the state roads out of the hands of the counties and place them under the jurisdiction of the state. That with a \$100,000,000 bond issue will give us our 7000 miles of concrete roads in Minnesota, and this is what we need.

Yours for good roads,

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ST. JOSEPH, WHERE THE GREAT HIGHWAYS CROSS

The City Extends a Hearty Welcome to Travellers and Tourists

— Build Roads Now — Build Roads Now — Build Roads Now —

St. Joseph and her neighboring towns are slowly, perhaps, but surely awakening to the importance of the city as the junction point of two great arteries of transcontinental travel, the Jefferson and Pike's Peak Highways.

Day after day the headquarters of the two associations at Fifth and Jule streets, St. Joseph, are visited by a never ending stream of tourists and travelers seeking information of many kinds.

Many of them want route books, maps and information as to trails and camping places. A great number are also looking for hotels, restaurants, filling stations and auto repair shops. Some want a Blue Book perhaps, or some article of wearing apparel, some a cold drink or cigar, scarcely one in ten that does not spend some money in the city.

The two highways north and south, east and west, have been a flowing stream of traffic since early in April.

From Winnipeg on the north to New Orleans on the south, the Jefferson Highway traverses the heart of the richest country on the globe, and one filled with romance and sentiment. It connects Arcadia, the Land of Evangeline, with the lake region and pine forests of the great North-land; the land which stretches away across lake and plain, through forests and over mountain tops, to the Hudson Bay country. It extends through the cotton plantations of the South and the oil districts of Louisiana and Oklahoma, across the great corn belt of the trans-Mississippi country, through the zinc mining dis-

tricts of Missouri to the vast wheat fields of Minnesota and Canada.

From New York on the east to San Francisco on the west, a distance of 3,564 miles, the Pikes Peak Ocean to Ocean Highway is the superlative scenic route. Leading to places of beauty and grandeur, it gives expression to the "See America" idea. But it is more than a sightseer's road—it binds together the work shops of the industrial centers with the treasure chests of the mountains. It is an artery of travel that gives life to the commercial, industrial, agricultural and mining districts of the first magnitude.

At one point along the Pikes Peak Highway recently more than one hundred cars of tourists passed within the space of three hours.

— Build Roads Now — Build Roads Now — Build Roads Now —

ST. JOSEPH OFFERS AMONG OTHER ATTRACTIONS



LAKE CONTRARY PARK

Lake Contrary Park, which adjoins the city, is one of the most inviting spots that one could wish for on a summer's day. At night the grounds are made as bright as day and many sorts of free amusement are offered the public.

LOVER'S LANE

When Eugene Field, the dearly beloved poet, wrote "Lover's Lane, St. Joe," while in London, and told how he would love to be here and "snail along" over that charming driveway, little thought had he that the gas car would speed the lovers over the same ground at the rate of fifty miles per hour.

The lover's lane that Field wrote about has been transformed to a modern boulevard, but all the sentiment which immortalized his verses still cling to it, and the place is dear to the people of St. Joseph.

KRUG PARK

St. Joseph's largest and most beautiful park is just within the northern limits of the city. It originally contained ten acres and was the gift of Henry and William Krug in 1889, under conditions that the city spend annually \$1,500 in beautifying the grounds. The manner in which the city has kept faith in its contract may best be judged by saying that the beauty of Krug Park is famous all over the country.

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rest room and tourist camp. At the headquarters information, road maps, etc., are always available.

— Build Roads Now —

DID YOU KNOW

That the bank clearings of St. Joseph for 1919 totaled \$900,000,000—a gain of 250 per cent in ten years. Banking transactions totaled over five billion dollars?

That over two thousand traveling salesmen carry the wares of St. Joseph to market into every state in the Union.

That more than eleven million pounds of candies were manufactured in St. Joseph last year?

That two thousand people are engaged in the automobile industry, and the sales of St. Joseph dealers amounted to \$4,484,270 in 1919?

That St. Joseph is the fifth largest livestock market in the United States,

handling over \$150,000,000 worth of stock yearly?

That St. Joseph has storage capacity for 6,000,000 bushels of grain and daily mills over 9,000 barrels of flour?

That St. Joseph has 250 factories, the total weekly pay rolls of which runs over \$115,000. These factories produce yearly \$83,000,000 of products, and represent a total capital of \$11,000,000?

That St. Joseph's Y. M. C. A. building represents an investment of about \$175,000. It has sixty-six rooms in the dormitory.

That St. Joseph has a Y. W. C. A. building which cost \$165,000?

That St. Joseph has a public auditorium with a seating capacity of 5,948.

That St. Joseph has some of the finest retail stores in the West?

That St. Joseph has more than 100 churches? The church-going population is estimated at 40,000.



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GOODRICH TIRES

St. Joseph,

Missouri

Colo. Springs, Colo., June 25, 1920.

Dear Mr. Clarkson:

The following is for your information:
We are sending people through over the Pikes Peak Ocean-to-Ocean Highway to the Pacific coast. In every case we give them postcards on which they can make a report. A few days ago we received a report mailed from Los Angeles, signed by J. Reed, who went through here some time ago.

He reported on the stretch from Glenwood to Vernal, Utah, as follows: "Road very bad from Rifle to Meeker. Meeker to Rangely fair. Bridge is out at Rangely and will not be open for eight weeks, and there is a bad detour to make at Rangely on that account. Would not call it a good route. Rifle to Meeker in very bad shape. Disgrace to state of Colorado."

He also reported on the stretch from Vernal to Salt Lake City as follows: "Fine road for fifty miles out of Vernal then pretty rough. Over mountains to Heber not very good. Heber to Salt Lake, pretty good. Roads across Nevada by way of Elks, Austin, Reno, Truckee, fair."

In explanation of the road between Rifle and Meeker, the reason for the very bad condition is that a federal aid project is being put through at the present time. It is about 40 per cent finished. They are having great difficulty in securing labor at that point and it is impossible to state just when the contract will be finished. I understand from Mr. E. E. Nichols, Chairman of the State Highway Commission, that the bridge which is out at Rangely is a recent occurrence and it will be given the immediate attention of the state highway commission.

We are carrying on a campaign with the people along the route where the bad spots are found, and hope that our efforts will prove successful in overcoming the difficulties very shortly.

Yours truly,

E. E. JACKSON,
Secretary.

[Ed. Note—Roads in process of construction can not be good. If kept passable it is all that can be reasonably expected. Where detours are possible they should be provided and properly marked but in some cases practical detours are not possible. In such cases traffic should be routed over other highways if they promise better conditions, but so much construction is proceeding this summer that all well known highways are subject to the conditions above described. In such cases present inconvenience must be compensated for in future bettered conditions.]

— Build Roads Now —

Colo. Springs, Colo., June 26, 1920.

Dear Mr. Clarkson:

You may be interested in knowing that we are having numbers of people driving through from the East, over the Pikes Peak Ocean-to-Ocean Highway. They report excellent conditions on the road.

Two parties were in this morning who came through, one from Pittsburg, and the other from Philadelphia. They were much pleased with the road. One party consists of two ladies and a dog.

Yours truly,

E. E. JACKSON,
Secretary.

[Ed. Note—We trust the dog was satisfied also.]

NO CONTRACTORS TO SPARE

Glendale, S. C., July 2, 1920.

Mr. J. D. Clarkson,
St. Joseph, Mo.

Will you please send to me some of the names and addresses of the contractors on the Jefferson Highway.

Yours truly,

R. P. MCGRAW.

We are sorry to say that we have no contractors to spare. We have twice as much work to do on the Jefferson Highway, and the money to pay for it, as we can find contractors to undertake this year.

Write us again, Brother McGraw, about December, 1921, and we may be able to release a few team outfits.

— Build Roads Now —

SUGGESTIONS WELCOME

We wish to thank our readers and subscribers for many helpful suggestions and articles sent in for publication, and to state that contributions and suggestions for the good of highway development are always welcome from our friends and neighbors, particularly articles on touring and road conditions.

Contributions may be either in completed form or in the shape of "notes" or memoranda, which can be written up.

The Modern Highway is published for the bettering of conditions for all who use the roads and everyone can help in the work.

Tell us what you think will be helpful for highway development.

THE EDITOR.

Motorists Guide, St. Joseph, Missouri

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THE ROAD LAWS OF IOWA

Here They Are In Simple Form

— Build Roads Now — Build Roads Now — Build Roads Now —

(Continued from July issue.)

HARD SURFACING (PAVING) ON THE PRIMARY SYSTEM.

Does the law provide for hard surfacing the primary system?

Yes. If the people of a county VOTE to authorize such improvement.

Why is it necessary for the people of a county to vote on hard surfacing any portion of the primary system?

The legislature said that no part of the primary fund could be spent for hard surfacing until the people of a county, at an election, had given authority to build hard surfaced roads in that county.

What do you mean by hard surfacing?

A durable and substantial surface like brick, concrete, asphalt, etc.—paving in its general meaning.

Is graveling classed as hard surfacing?

No, the law says not.

Do you have to vote to do graveling?

No.

Then why not use the primary fund for graveling without the trouble and expense of voting on paving?

The U. S. Office of Public Roads says: "This department will not approve gravel roads on main thoroughfares." The government holds that money spent on surfacing must be spent on a type of surfacing that is adequate not only for present needs but for traffic needs of the immediate future. Roads like the Lincoln Highway and Jefferson Highway, which carry heavy intercounty and interstate traffic, are of the class of roads referred to as main thoroughfares.

If a county votes to pave, does property have to pay part of the cost?

Yes. The law provides that property on each side of a paved road for a mile and a half back, must pay one-quarter of the cost of the building of the road.

How wide?

18 feet.

What part would the property have to pay?

Twenty-five per cent (25%).

Would every acre pay the same?

No. The law says the benefits must be assessed in a uniform graduated scale, considering market value, productivity, proximity and accessibility to the road. Land adjoining or close to the road would pay a much higher rate than land a mile and a half back.

How much would the highest assessment be?

Four per cent (4%) of a fair market value is the very highest allowed by law for an assessment. NO MORE CAN BE ASSESSED. On \$200 an acre land, this would be \$8. On \$150 per acre land, \$6; on \$300 an acre land, \$12 per acre.

What if the land is poor and four per cent will not make up the 25 per cent?

The law provides that the balance be made up from the primary fund.

Would the farm owner have to pay cash for his share?

No. He can pay in ten annual installments. His interest would be at 6 per cent.

Can he pay cash?

Yes. Or he can pay any balance remaining at any time.

In case of two hard surfacing districts crossing or meeting can assessments on benefited property be doubled up?

No. The very highest limit of assessment against property, no matter in how many districts it might be, is 4 per cent of fair market value.

Is there any definite schedule by which benefited property must be assessed?

No.

How are the assessments made?

By a board of three appraisers named by the supervisors. They must be land owners, but not owning land in the proposed paving district. They make all

assessments of benefits and see that all property is equitably assessed.

What cost or liability would this paving impose upon a tax payer who owned no land within the one and one-half mile limit from the paving?

None whatever. He would have to pay his auto tax anyway whether or not there was paving and the paving would therefore cost him nothing. If he has no auto or other motor vehicle he does not even pay any of the upkeep of the primary road which is not paved.

What has the farm owner whose land lies more than a mile and a half back from the paving district to gain or lose by the paving?

Nothing at all to lose. He gains by having a paved road to drive over part of the way from town to his farm.

What has the farm owner whose land lies in the paving district to gain or lose?

That is for the farm owner to decide. It is true that if his land was appraised at \$300 an acre and he was assessed the actual highest figure allowed by law (which is not likely) his share of the paving would cost him \$12 an acre, or a total of \$1920 (with ten years to pay it at six per cent interest, and then be done forever with the cost.) He would be out \$1920. If the land increased in value \$12 per acre the paving would cost him nothing. If the land increased \$15 an acre he would make \$3 an acre or \$480 in all, and so on. In any event a man who owned a 160 acre farm worth \$300 an acre would only pay \$1920 for the paving 18 feet wide and a half mile long. BUT the 18-foot paving in front of his farm would immediately increase its value, as anyone knows. These figures are the VERY HIGHEST allowed by law and are based on the farm lying RIGHT ON THE PAVED ROAD. The farm farther back would not be assessed so much. Anyone can figure it. \$1920

(Continued on page 22.)

Motorists Guide, St. Joseph, Missouri

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THE ROAD LAWS OF IOWA

(Continued from page 20.)

for paving, to be paid in ten years, would be \$192 a year, not counting the small interest. \$192 a year equals \$16.00 a month. If land was appraised at \$200 per acre, at highest figure, the land owners' share of the paving would cost \$8 per acre or \$1280 in all; \$128 per year; \$12.80 per month. Time saving in quick hauls to market and getting produce in when the price was right, a thing many times impossible over mud roads is another consideration. The doctor might save the life of some member of a farm family by being able to get to them quickly or the town fire company might save thousands of dollars' worth of property from destruction by quick arrival over good roads. Add the pleasure of good roads to the other considerations and the result will be the sum of the gain.

The matter of gain or loss is entirely one for the land owner to decide. This article is for purposes of information only and The Anchor does not feel that argument either for or against paving has any place here.

If paving be defeated when can the question come up for vote again?

Not for two years.

Where a paved road makes a right angle turn does the outer corner escape assessment?

No. Provisions in the law prevent any property that ought to be assessed escaping payment of its just share of the cost.

Can a town be forced to pave through its limits?

Yes. The board of supervisors may include towns in the hard surfacing district. Town property is assessed the same as rural property with the 4 per cent maximum. The town must grade and drain and if it refuses, the work can be done and the cost charged up to the town. The town must maintain the hard surfaced road from town funds. If it neglects, the commission has authority to do the maintenance and charge the cost to the town funds.

May the supervisors hard surface the town street its full width?

No. Only 18 feet, the same as the country road.

May a city be included in the paving district?

No.

Is there any appeal from the assessment?

Yes. To the board of supervisors and finally to the district court.

CERTIFICATES AND BONDS ANTICIPATING ALLOTMENTS PRIMARY FUNDS.

May the board of supervisors duplicate allotments from the primary fund?

Yes. By two methods, by certificates and by bond issues.

How may this be done by certificates?

The law permits the board to issue certificates against the estimated allotments for the current year and the year following, thus allowing the board to anticipate two years' allotments. It also permits the board to issue certificates against any unpaid balance due from the property assessments.

How may bonds be issued?

By submitting a proposal to issue bonds to a vote of the people, either at the time of the election on the general policy of paving or at any other special or general election.

For how long a term may bonds be issued?

Bonds are limited to fifteen year period.

What is the interest rate allowed?

Five per cent.

What type of bonds are permitted?

Serial bonds in \$500 or \$1000 denomination sold as required. Not to be issued at one time.

Is it necessary to issue bonds to get paving?

No. Bonds by anticipating the annual allotments, and getting the entire proceeds of several years, at once, permit the improvement of the primary system faster than by doing the work in smaller projects by the regular allotments.

Who pays the interest on the bonds?

The county must levy a tax on all the property of the county to pay the interest.

How is the principal paid?

By the annual allotments from the primary fund.

What if the annual allotments fail to pay off the principal fast enough?

The proposition submitted to the people for a vote must provide for a mileage levy with a maximum placed at a certain figure, that may be raised to pay off any deficiency that may exist if the allotments fail to meet the principal on the bonds.

Is the state permitted to issue bonds for road building?

No.

If a bond issue be defeated when can it come up again for a vote?

At any time.

Can paving be voted for without voting for the bond issue?

Yes. It is desirable but not necessary to vote for the bond issue when voting for paving.

What difference does it make.

If the voters decide to pave and do not vote a bond issue the work of paving can be done only as the money raised each year by auto tax and the money from the federal aid come in. When that money is spent no more work can be done until the next year when the tax money is paid in again. If bonds are voted the paving can go on as rapidly as men can be procured to do the work. Voting the bonds is simply voting to borrow the money in order to do the work faster so the people can be using the roads while they are paying for them.

Has the primary road running through Manly east and west been approved by the State Highway Commission and the Federal Government?

Yes.

Have they approved graveling on that road?

Yes. East of Manly 8½ miles to the Mitchell county line.

Have they approved graveling on the Jefferson Highway?

No. They have not.

Why has graveling been approved on

the east of Manly primary road and not on the Jefferson Highway?

The only reason we know is that gravel on the Jefferson Highway will not stand up long enough to be worth the expense as a permanent surfacing. However, we cannot answer that question decisively. Mr. C. Coykendall, engineer of road management, connected with the State Highway Commission, writes The Anchor as follows: "The federal officials have advised us that they will not approve a gravel surfacing project on a main thoroughfare where present traffic or reasonably anticipated future traffic is sufficiently heavy that a gravel surfacing will not give economical service. The federal authorities pass on each project on its own merit." * * * "We seriously question whether the necessary approval would be secured on a gravel surfacing plan on the Jefferson Highway." Mr. Coykendall also says that in case the highway commission and the Federal government do not approve graveling on that road he does not know of any other way in which it can be graveled other than from funds raised by private subscription.

On the other hand, the Iowa law says that "any county, after draining and grading its primary system, or any division thereof, shall have the right to surface same with gravel or oil, or by both, if by resolution of the board of supervisors it elects so to do * * * and the cost of such improvement, when so done, may be paid from the primary road fund * * * such graveling or oiling shall not be construed as hard surfacing within the meaning of this act." It appears that the state law was intended to permit certain things to be done which the federal government has since declared it would not approve. As the primary road funds and the federal aid money are so closely connected it is possible that a later decision will be necessary to clearly define just how far the primary fund may be used in graveling or oiling much traveled main highways or interstate auto trails.

Repairs can be made after July 1st from the primary maintenance or upkeep fund and it is understood that such maintenance will include the spreading of gravel where it is needed. The Jefferson Highway is at this time a graveled thoroughfare and it is believed that the law fully authorizes the use of gravel for repairs. Surely the law does not contemplate the ruination or deterioration of a good graveled road when renewing of the gravel in worn spots would keep it passable. County Engineer Lyford states that upkeep work only may be done with primary funds on the Jefferson Highway.

UPKEEP OF THE PRIMARY SYSTEM.

How is the primary road maintained? From the primary fund and by the board of supervisors.

How much may be spent on upkeep? There is no limit set.

Is upkeep compulsory on the board?

Yes. The highway commission is instructed to take over the maintenance and charge to the county's share of the primary fund if the roads are not properly maintained.

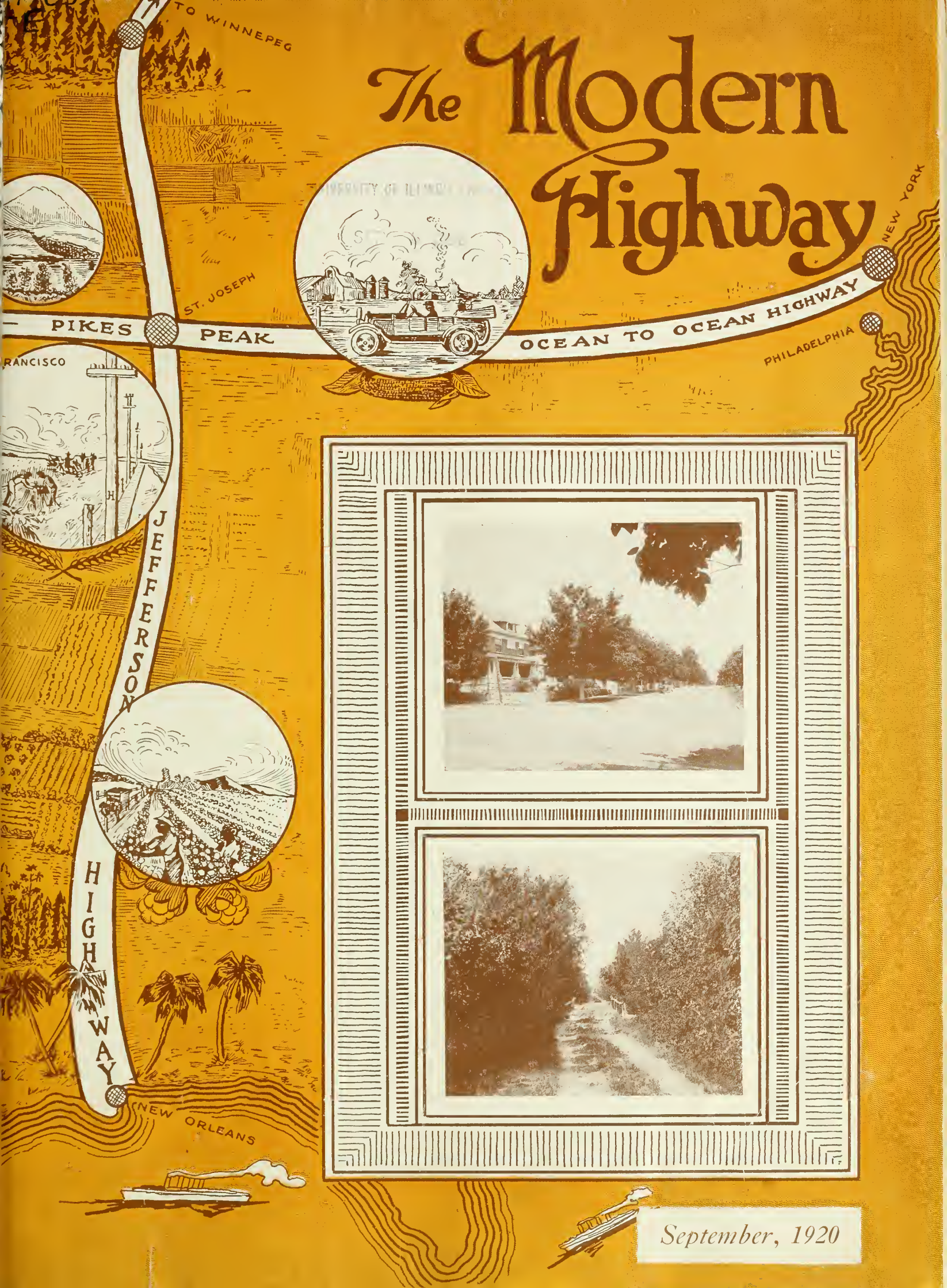
When must the primary fund take over the upkeep of the primary system?

On July 1, 1920.

—Northwood Anchor.

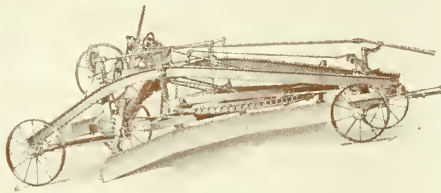
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The Modern Highway

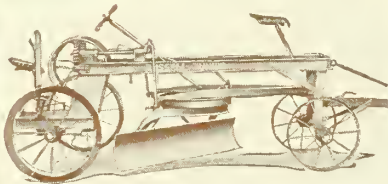
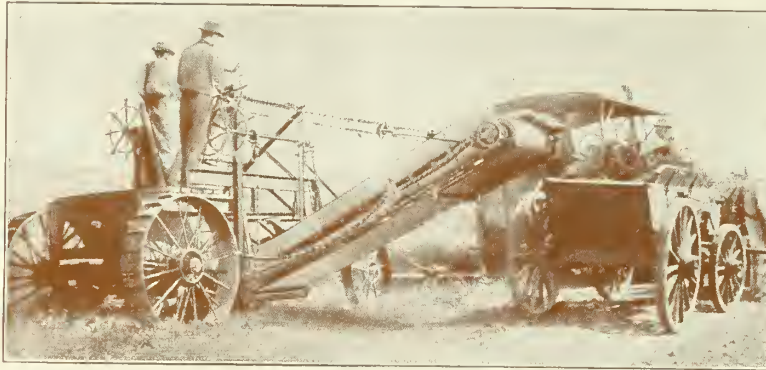
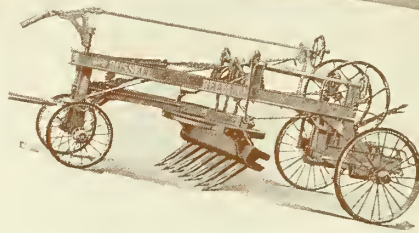


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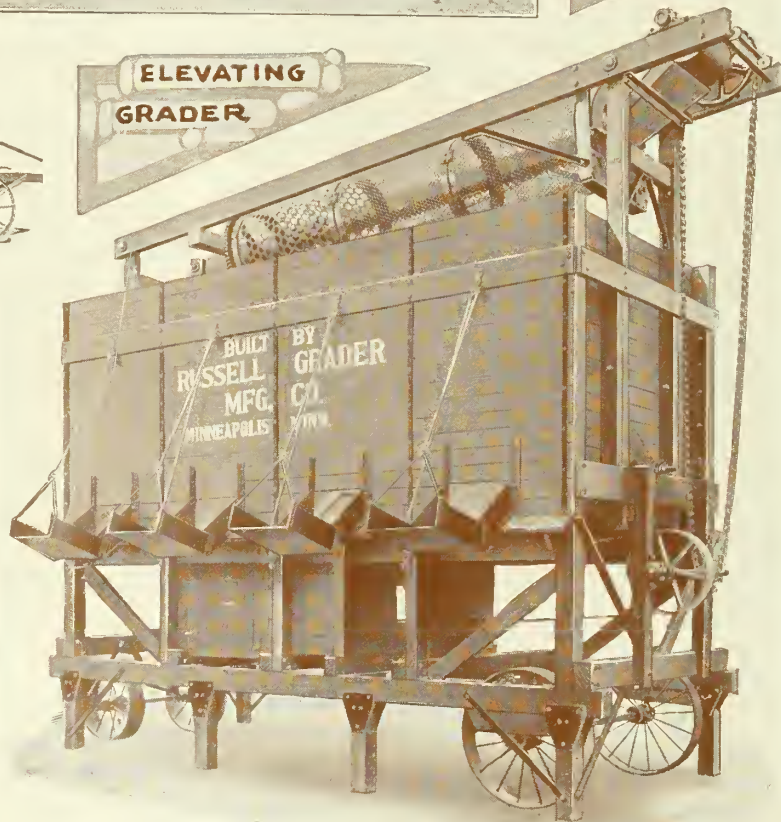
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Hartford, Conn.	New Orleans, La.	Vancouver, B. C.
Horseheads, N. Y.	Philadelphia, Pa.	Winnipeg, Man.

The Modern Highway

Formerly "Jefferson Highway Declaration"

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HIGHWAYS TO LOWER THE HIGH COST OF LIVING

How Unimproved Roads Increase Expenses

By John S. Beall, President, Armco Iron Culvert and Flume Manufacturers' Association.

— Build Roads Now — Build Roads Now — Build Roads Now —



To say that unimproved roads increase the cost of living is to give a reason without a remedy. Economists are raising their voices against waste and mismanagement, both of which undoubtedly add to the fast-mounting cost of everything we eat and wear. Today we hear that blame should be placed upon the middleman; yesterday the effect of the World War was proclaimed the reason for high prices; tomorrow we will hear that the high cost of everything is due to some other single cause. But in my opinion, the high cost of living today is due to a combination of causes, no one of which is altogether to blame.

When we consider that following every great war, with its necessarily vast destruction of property and slowing up of production, prices rise and the cost of living consequently increases beyond the income of the average person, we must look behind the alleged causes which are today said to be making prices high, and get down to the fundamental causes which made living higher than it should have been before the great social and economic disturbance which resulted from the world conflict. In other words, we must find out what made living as high as it was before 1914.

People never kick about the price of a thing, if they can afford to buy it. It is only when the price of a commodity rises beyond the amount of money they can afford to pay for that commodity that we hear cries of profiteering and witness social unrest, such as is sweeping the country today.

The last fifty years have seen the growth of huge cities in the Central West, and West, and a consequent concentration of population in these cities. Where eggs were six cents a dozen fifty years ago, they now cost fifty-six cents. Where they were eaten fresh from the barn-yard fifty years ago, they are today transported to cities, placed in cold storage and later, months later, sold to the consumer when he has fifty-six cents which he can afford to devote to the purchase of this food. The farmer who once "drove to town" with his load of eggs, has now been pushed, by the growth of cities, many miles from the city markets and depends upon the railroads to carry his product to where he can receive a high enough price to allow him to carry on his farming business and supply himself and his family with the necessities of life—necessities he cannot himself pro-

duce, if he is to maintain his farm at its maximum production.

Just as the railroad seemed to make the farmer independent of the highway, so is the motor truck developing to make the producer of foodstuffs independent of the railroad. The railroad, however, is an organization owning the rolling stock and tracks over which the cars are operated, while the motor truck owner is often an independent unit, operating over a road controlled by the money of every road-bond buyer and tax payer in his community, and the communities through which he must pass if he transports his product by motor truck to market.

It has been said that the cost of food has not been greatly lowered in eastern cities where farmers, either single or co-operating, transport their products by truck from farm to market. This is true where the farmer sells to the wholesaler, and the wholesaler sells to the retailer who in turn sells to the customer, who is the ultimate consumer. By this method only the high freight and express rates of the railroad are eliminated, and these are replaced by the cost of motor transport.

But where municipal retail markets

have been established, the cost of food products has been materially lowered. The farmer drives in with his produce and sells direct to the consumer. Many cities are developing these municipal markets, where those who cannot afford to pay the high prices charged by the retailer, and made necessary by the number of hands through which the products pass, can purchase on the cash and carry plan.

The recent government seizure of food products, under the war-time food laws, has turned the attention of the public toward cold storage methods. The food hoarder is threatened with jail; the food controller or "packer" is being condemned, and drastic laws are being advocated to regulate monopoly and the withholding of products from the market by storing them.

Until production gets back to normal, and supply and demand are to some extent regulated by the completion of the reconstruction period through which we are now passing, we cannot hope for greatly lowered prices. But we can turn our minds today toward the construction of the necessary works which the present high prices and unstable conditions have made us realize played a big part in bringing about the situation which now confronts us. The federal government and the states have realized this and we see evidence of their activity in the great, road-building plans now in operation or under consideration; the vast amount of money set aside for road construction purposes, and the active advocacy of suitable legislation to bring about a nation-wide system of improved highways.

Conspicuous among the highway legislation before congress is a bill now pending in the United States Senate, which was introduced by Senator Townsend, chairman of the committee on postoffices and post roads.

It is proposed in this measure to create a vast system of highways under federal control and maintenance. This system will embrace not less than two per cent, or more than five per cent of the mileage in actual use in each state in the union.

What will such a system when completed mean to the people of the United States? For one thing, and it is fundamental which has long been neglected, and never properly considered, it will bring our food-producing areas nearer to our manufacturing centers and mean that the vast numbers of people engaged in manufacturing will, with proper legislation designed to bring about the condition, pay less for the food they eat, and for everything that is produced by nature to feed the wheels of industry.

The man who lives on the highway, and produces food products along the highway, will benefit by highway improvement, because the cost to him of transporting the product he raises to the local market will be less. Or, if he transports his product direct to the consumer in the city via the municipal market or direct to the home, he will have the benefit of the profit now paid to the railroad company, the middleman, the cold storage plant and the retailer. In this way the farmer can get much more for his products than he receives at the present time, and still sell them to the public at an even lower price than he did before the war.

From this brief survey it is clear that the improvement of roads should be the

concern of every person, whether he be laborer, farmer, merchant, banker, doctor, lawyer or otherwise, living either in the city or in the country. The improvement of highways is a definite, fundamental step toward decreasing the high cost of living. It is something which needs no investigation to prove necessary. Let us put our shoulder to the wheel and roll the mud holes into better roads.

— Build Roads Now —

BUILD GOOD ROADS

By A. C. PATTERSON

Supposing that a great calamity would come upon a large part of our country, perhaps the whole country: a war, a far spread storm or some other disastrously effective agent; so disastrous that the railways were rendered almost useless. How would communication be kept open? How would food, medical supplies and medical attention and attendants get to the destination where these important essentials were most needed? How, at present, with no continuous roads? How could it be done? No one knows. No one knows, neither, the terrible situation that such a lack might cause. It is generally known that we are far short on good roads but this seriousness is little appreciated and very little worried over. The subject is met with apathy. Propositions for establishment of roads are met with arguments built on false senses of security, selfishness, money greed, railroad opposition and many present, at hand illustrations that do not look into the future. This attitude is criminally negligent.

Almost every community, large and small, city and country, seaport and agricultural center were brought face to face with discomfort, worry, despair and in many cases tragic suffering, not very long ago, when the railways were tied up or otherwise crippled through war material preference, car shortages, strikes and the host of other agents that went towards the makeup of the general inefficiency and lack of dependability. We wanted for fuel, we wanted for food, we wanted for many things. Should we continue to run the risk of wanting these essentials when we have the remedy to cure the possibility of these wants recurring? What was the reason for these wants existing, what is the reason that the same situation may occur again? No good roads is the answer. Will this continue? Will no powerful writer or speaker ever earnestly take up this cause? It is worth their metal. Until the situation is properly placed, properly appreciated and the people become acquainted with the situation it is likely to last a very long time.

The "high cost of living" is co-existent with the lack of good roads. High prices and no roads go hand in hand. Think of the possibilities of motor transportation of food and goods and material over dependable well kept and often traveled roads. Prices now fearfully high would be reduced considerably by this means. Production of articles now not marketable because of distance from transportation would increase and readily find a market were long stretches of road leading to definite destinations the rule. The profit thus yielded would naturally counteract against the high price of an article dependable on this present unmarketable

product. So on and on, down a long line, such reductions would be the result. Motor transportation in co-operation with water courses are ends to be striven for and religiously too. Establishment of such routes may mean the preservation of communities, the winning of a war against an invader, saving of life. From a profitable viewpoint alone this matter deserves a deal of consideration. It would tend towards the opening of new country, bringing to life of new industries and new businesses. What does it deserve when the nobler and humane and beneficial results, possible, are the subject of thoughts applied towards the realization of good roads?

— Build Roads Now —

THE HIGH COST OF NOT BUILDING ROADS

A man who had just returned from a trip through a section of Illinois, so close to Chicago that from a stranger the story would have sounded incredible, told of seeing farmers at cross roads pouring milk out on the ground because there was no way to get it to the city. They had brought it to the cross roads on the previous day and upon returning twenty-four hours later with another lot, found the first still untouched.

The reason? Bad roads, of course; roads in such wretched condition that the motor trucks which should have picked up the milk were unable to get through.

This isn't meant to libel the great state of Illinois. Similar scenes may be witnessed all over the land. Milk is poured away; carefully tended crops rot on the ground; and all because the way to the market is blocked.

No wonder prices are high. And they are not likely to come down until the means of communication are improved. The railroads have all they can do. They have more business than they can handle.

The roads promise the only relief in sight. They cost money to build—no one denies that—but it is more expensive not to build them.

When money is spent in the construction of a hard surfaced road, one that will resist the wear and tear of heavy traffic over a long period of years, the immediate cost may seem great, but it shrinks into significance when the money saved is computed.

Items such as milk and agricultural products have been mentioned. They are a big saving, of course, a saving that every man can understand the moment his attention is called to it. But there are other items, too. The amount of gasoline needed to drive a motor car over a good road is much less than that needed for the same mileage on a poor road.

The wear and tear on tires, on the entire machine in fact, are less on the good road. Then time is money. Every minute saved in getting any product to the into insignificance when the money saved is saving.

There are hosts of others but they need not be mentioned here. Roads, good roads, cost real money, but they save more than they cost. It costs more not to build a road than it does to build one.

Build good roads now!

MOTOR TRUCKS ON EASTERN FARMS

Opinions of Farmers as to Their Value

U. S. Department of Agriculture.

— Build Roads Now — Build Roads Now — Build Roads Now —



"What do you find to be the greatest advantage of owning a motor truck?"

Of 753 farm owners of motor trucks who were asked this question by the United States department of agriculture, 91 per cent said "saving time."

About 25 per cent of these men had found better markets since buying their trucks, but 50 per cent of them had not cut down the number of their work stock by as much as a single head, while less than one man in ten had cut down his work stock more than two head.

"Which merely goes to show," says a department specialist in farm power, "how difficult it is to arrive at a definite conclusion in a matter like this motor truck study we have just completed. It would certainly appear that any saving attributable to the motor truck on the farm is in time saved rather than in expense. Most of these men think that the profits accruing from the saving in time more than overbalances any extra expense entailed by the use of the motor truck. It is significant that the majority of these farmers are located a considerable distance from market, more than four-fifths of them being five miles or more from their shipping points, and the saving in time effected by their use of trucks is naturally greater than it would be on the average farm, which lies nearer to market than do most of the farms concerned in this investigation. The experience of the 753 farmers who have contributed to this study should enable the farmer himself to judge with a fair degree of accuracy as to whether the motor truck would prove advantageous under his conditions."

Investigation in Eastern States

The investigation in question was made during the past winter and spring. Farmers in the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode

Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, and Indiana, who have motor trucks for use on their own farms, were asked to report to the department the types and sizes of their farms, the use they make of their trucks, the cost of operating them, the advantages and disadvantages of trucks for farm use, and other related information.

A study of the reports of 753 of these farmers has just been completed by the office of farm management and farm economics. The farms which these men operate are of all sizes and types, and the motor trucks are of all sizes, from one-half to five tons. The rated capacity of very few of the trucks is greater than two tons, however, and nearly half of them are of the one-ton size.

Among the important facts revealed by the investigation may be mentioned the following:

Only 18 per cent of these farms are less than five miles from market and nearly one-fourth of them are twenty miles or more from market.

Ninety-five per cent of the farmers believe that their trucks will turn out to be profitable investments.

One-ton trucks are preferred by more men than prefer any other size. About half of the owners of one-half and three-fourths ton trucks prefer sizes larger than they now own.

In the opinions of these men the principal disadvantage of a motor truck is "poor roads."

Trucks Efficient Time Savers

As compared with horses and wagons, the trucks save from one-half to two-thirds of the time required for hauling materials to and from these farms.

These farmers have return loads for their trucks about one-fourth of the time.

A majority of them still use their horses for some road hauling.

On the majority of the farms all the hauling other than road hauling is done with horses and wagons.

About one-fourth of the men do some custom hauling with their trucks. The average amount received per year by those who do such work is \$174.

On the average there are about eight weeks during the year when the roads are in such condition on account of mud, snow, etc., that these trucks cannot be used. The roads on which three-fourths of them usually travel are all or part dirt.

About one-fourth of the farmers have changed their markets for at least a part of their produce since purchasing trucks. For those who have changed markets, the average distance to the old market is seven miles, and the average distance to the new market is twenty miles.

Average Life Nearly Seven Years

The owners estimate that, on the average, their trucks travel 3,820 miles per year and are used on 173 days per year.

The average life of the trucks is between 6½ and 7 years, and in most cases, depreciation is the largest single item of expense in connection with their operation.

Most of the owners of one-half and three-fourths ton trucks prefer pneumatic tires, the owners of one-ton trucks are about evenly divided in their preference, and most of the owners of trucks larger than one ton prefer solid tires.

Over two-thirds of the trucks had not been out of commission when needed for a single day during the year covered by the report, and nearly the same proportion of the owners stated that they had not lost any appreciable time on account of motor and tire trouble, breakage, etc., when using their trucks. However, about one truck in thirty had been out of commission ten days or more.

The average cost of operation of the ½-ton trucks was about 8 cents per mile;

of the $\frac{3}{4}$ -ton trucks about 13 cents; of the 1-ton about 12 cents; of the $1\frac{1}{4}$ and $1\frac{1}{2}$ -ton about 19 cents, and of the 2-ton about 20 cents.

The average cost of hauling crops, including the value of the driver's time at 50 cents an hour, was about 50 cents per ton-mile with the $\frac{1}{2}$ -ton trucks, 34 cents with the $\frac{3}{4}$ -ton, 26 cents with the 1-ton, 24 cents with the $1\frac{1}{4}$ - and $1\frac{1}{2}$ -ton, and 18 cents with the 2-ton trucks.

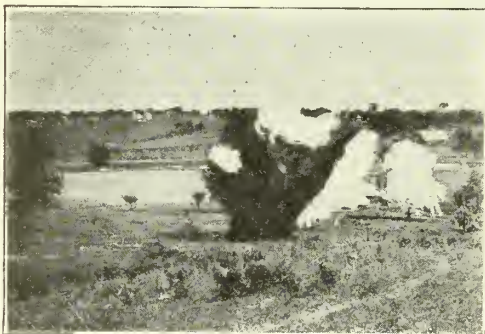
Lessen Cost of Farm Help

About four-fifths of the men state that their trucks decrease their expense for hired help. On the average they estimate that this decrease amounts to \$324 per year.

Over half of the 205 truck owners whose farms contain more than 120 crop acres own tractors. The number of work stock kept on the farms where both trucks and tractors are owned is only slightly less than the number kept on farms of corresponding size where only trucks are owned.

— Build Roads Now —

OSCEOLA, IOWA, LAUDS THE JEFFERSON HIGHWAY



Blowing Stumps on the J. H. Highway

Osceola, Iowa, July 17, 1920.

Jefferson Highway Association,
St. Joseph, Mo.

Dear Sirs: In reply to your inquiry of July 14th will state that we organized Clarke County March 8, 1916, and called ourselves the Clark County Jefferson Highway Association with A. W. Houston, president; John Armstrong, vice-president; T. G. Armstrong, treasurer; Johnson Richards, secretary, and H. O. Farley, J. W. Drennen, Len Carey, Charlie Hall and John Ledgewood, directors, and am frank to say that at that time we had a few people who made light of the so-called auto roads, in fact referred to them as "wind and water roads," that is, wind in the winter time and water in the summer, but as time went on and the general organization began to take on shape, and after J. D. Clarkson made us a visit or two, practically everyone began to realize that we had fallen heir to the one big thing (the Jefferson) that would add thousands of dollars to our farm values as well as increasing our business to our cities, in fact a great many of our people here say that the International Jefferson Highway is of more value to Clarke County than our north and south railroad.

Permit me to say that we also believe the success which has come to our high-

way is in a very large measure due to the confidence that our general manager, J. D. Clarkson, has established by his untiring energy and straight forward business ideas he has advanced and carried out to so near a completion that anything suggested by him we are willing to support to the limit.

We sure consider the "Jefferson" from a dollars and cents point of view the best and cheapest investment that was ever offered Clarke County, and aside from a money value we enjoy the pleasure of visiting with the nicest people on earth and the acquaintances we have made by being on the J-H is a source of pleasure and satisfaction that does not come to anyone but those who enjoy the blue, white and blue with the J-H monogram.

Yours truly,

Signed JOHNSON RICHARDS,
Sec'y C. C. J. H. Assn.

— Build Roads Now —

HIGHWAYS ONLY RELIEF

George M. Graham, general sales manager of the Pierce-Arrow Motor Car Company, in a recent address on "The Relation of Highway Transportation to Increased Production," delivered at the eighth annual meeting of the Chamber of Commerce of the United States, Atlantic City, referred to the Dictatorship of distribution as having been proven absolute in the case of the recent strike of railroad switchmen.

"We have seen within the last month the deadly effect on production of interrupted railway facilities. A few thousand switchmen at various points suddenly discontinue work. The result is a widespread paralysis of production as complete as though for the time being the essentials of manufacture, material, machinery and labor had been completely destroyed.

"When shipment stopped the business of the nation was prostrated. Consumer and producer suffered alike. While the former waited for delayed shipments business shrank, money was lost and public convenience, health and even life were placed in jeopardy.

"The producer experienced equal distress. His inventory piled up. He sought storage facilities in vain. Capital lacked to run his business. Even if he had raw material, he hesitates to produce more lest he merely increase congestion and aggravate his production. So production lagged and prices mounted."

In his remarkable address, Mr. Graham developed the thought that a well-organized system of food transportation over the highways constitutes a national insurance against the results of railroad strikes and also against the serious results of a constantly increasing rail congestion. It means, states Mr. Graham, that the people are not dependent on one kind of transportation for the necessities of life.

Mr. Graham could also have pointed out that just as the stoppage of railroad transportation stifles production of manufactured articles, so the lack of adequate highway transportation necessary for the removal of foodstuffs from the point of origin on the farm, cuts down production of food stuffs.

HOW ABOUT THIS?

The booster crowd next Tuesday are requested to notice the roads from Thief River Falls to Warroad. This 103 miles of road is the best long road out of Thief River Falls, and has been the best all summer. On this road are Steiner, Holt, Middle River, Strathcona, Greenbush and the Roseau county towns. The Jefferson Highway should follow this route at least as far as Greenbush. We will have a paved road (under the Babcock law) on this route in a very short time, under the same law we will have a paved road to Warren on the north. We will never have a paved road on the present Jefferson Highway location across Marshall county. The towns above named are our natural friends. Let's get to working with them. They can and will help us much more than we can help them. Study this Jefferson Highway proposition and be prepared to talk on your trip. There is no way you can render your own town a greater service. Instead of asking these people for something offer them something, offer them your cooperation in the matter of re-locating this road where they want it, and where it will do us the most good.—Thief River Falls Tribune.

[NOTE—How about this? Won't someone send us a map showing what is proposed in the above item?]

— Build Roads Now —

SENDING DOLLARS TO KANSAS—MOTORISTS STOP HERE

Five motor car parties registered at Carthage hotels last night. Two from Kansas City were at the Arlington and one from Trenton, Mo., one from Richmond, Mo., and one from Maryville, were at the Harrington. The Richmond party, consisting of three persons, passed through Carthage two weeks ago, en route to the White river country. They were on their way home, and left early this morning, going north by the way of the Jefferson Highway in Kansas, as roads through Barton and Bates counties are reported very rough.—Carthage, Mo., Press.

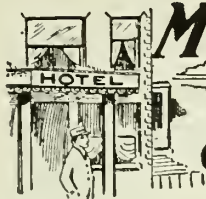
[What do you think about it Barton and Bates county people? Would it not pay to give a little more attention to your roads and secure your share of this valuable traffic. Its up to you.]

— Build Roads Now —

GROWTH OF THE HIGHWAYS

Before the end of 1920, and in time for next winter's southerly motor exodus, the American Automobile Association's touring board confidently predicts that there will be travelable north-and-south trunk roads extending from St. John, N. B., to Miami, Fla., and from Victoria, B. C., to San Diego, Cal. Besides these two coast highways at least two and perhaps three other longitudinal routes will be available.

The Jefferson Highway, from Winnipeg to New Orleans; the Dixie Highway from Sault St. Marie and Cincinnati to Miami, and the Mississippi Valley Highway, from Duluth to New Orleans, are all gradually being pieced together, in some states by federal aid and state money, and in others through the issuing of county bonds.



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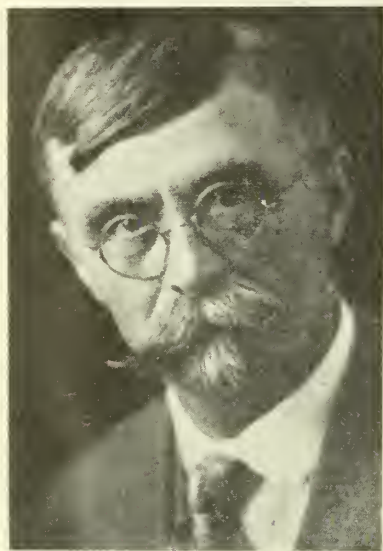
Stanberry, Mo.

TIMELY TOPICS AND ITEMS OF INTEREST

Along the Jefferson Highway

— Build Roads Now — Build Roads Now — Build Roads Now —

FROM A FRIEND OF JEFFERSON HIGHWAY JENSEN



Clearbrook, Minn., July 27, 1920.

Dear Mr. Clarkson:

Please find enclosed a photo of Col. L. Jensen, the live and progressive candidate of Pennington, Red Lake and Clearwater counties for representative. Mr. Jensen will make a model representative, typical of our surroundings, and understand our conditions local as well as matters pertaining to the state at large better than the average run of legislative timber. He is a progressive and most successful farmer and a strong dairy booster, and knows personally more dairy men throughout our state than any other one. Hope that you may be in position to make use of his photo in the Modern Highway as he is also one of our prominent and strong Jefferson Highway boosters, besides being president of the Clearwater County Jefferson Highway Club.

It pleases me to say that our commissioner has lined up a crew with a Jarver gravel loader while auto trucks are now busy hauling gravel on the Jefferson Highway between here and Bagley, and that within a short time we expect to have it in good shape for the traveling public.

With the early adoption of Amendment No. 1 we will be in position to put up one of the finest highways of its kind in Minnesota.

We appreciate your kindness to us, as you undoubtedly understand and appreciate our position better than any other man in high official capacity in the Jefferson organization. Thanks!

Yours for business,

Signed ALBERT ANDERSON,
Clearbrook, Minn.

[NOTE—Who could resist that?]

BOOSTS FROM GROUND

Thief River Falls, Minn.,
August 3, 1920.

Jefferson Highway Association,
St. Joseph, Mo.

Gentlemen: I have no auto, but realize the need of good roads; and cheerfully send a check for \$5.00.

Respectfully yours,
Signed IRA C. RICHARDSON.

— Build Roads Now —

MT. VERNON, TEXAS

The coming of the Jefferson Highway to Mt. Vernon marked a distinct era in the history of that thriving little city.

Prior to that time, its single railroad had carried away to distant cities many record shipments of Elberta peaches and brought back enough money to supply its two banks with ample funds and make the surrounding country prosperous, but few people from distant states had become familiar with its streets until the markings and publicity campaign of the Jefferson Highway led them there.

The people of Mt. Vernon are now hoping that when the census report comes from Washington it will show that they have 1800 population, a handsome increase over ten years ago—but fearing that the census takers might have been careless, like they are accused of being in some other places, and give them a hundred or two hundred less.

Whether or not it eventually turns out that Mt. Vernon has eighteen hundred population, they are nifty and enterprising and have determined to act like eight hundred or more.

When the Jefferson Highway was located through Franklin County, of which Mt. Vernon is the county seat, that called for a graded and surfaced road which is now completed, with concrete bridges and culverts.

With this improvement in prospect the enterprising citizens of this big little town got together under the leadership of Mayor George Scott and conceding that while they were not a Dallas or a Shreveport, it would nevertheless be a fine thing to have paving. This idea was put through with a rush. In the time that many places use in discussing such improvements Mt. Vernon put the paving down.

Tourists who find their way to Mt. Vernon will have the rather unusual experience of not knowing when they reach the city limits except by the fact that they run off a smooth gravel road onto smooth concrete paving, carrying them entirely through the city and onto the smooth roadway on the other side without a jolt or a jar.

— Build Roads Now —

BETTER ROADS WANTED

Colfax, La., July 10, 1920.
Jefferson Highway Association,
St. Joseph, Mo.

Gentlemen: Is there not some way to push the construction of the highway

from Grant Parish line, Louisiana, through to Camp Stafford. I am reliably informed that the bonds for the construction of this portion of the highway have been sold and that the money is lying idle in a bank in Alexandria.

Grant Parish will have their portion of the highway completed by fall and it is but a short distance through Rapides Parish to Camp Stafford, but at the present time one of the roughest roads the writer ever traveled.

Kindly give this your kind consideration.
Very truly yours,

F. T. WALL.

— Build Roads Now —

Alexandria, La., July 20, 1920.

Mr. J. D. Clarkson, Manager
Jefferson Highway Association,
St. Joseph, Mo.

My Dear Mr. Clarkson:

I have your letter of July 17th and have carefully read the enclosed from Mr. F. T. Wall, of Colfax under date of July 10th.

Frankly, Mr. Clarkson, it seems that the Grant Parish people are unduly disturbed about our section of the highway. It has come to us from several different sources that we do not intend to build our end of the Jefferson Highway, but where on earth they got the idea, I cannot tell because there is absolutely no truth in it. We have voted bonds for that section of the highway, the money is in the bank and cannot be used for any other purpose under the ordinance authorizing the bond issue. The reason for the delay is that this road is under direction of the State Highway Department which has had more work than it could possibly handle and which has been slower than ordinary in getting to this work. The status of that part of the road at present is like this: The road is now advertised, bids will be received and contract let within the next thirty (30) days and within sixty (60) days should be under construction.

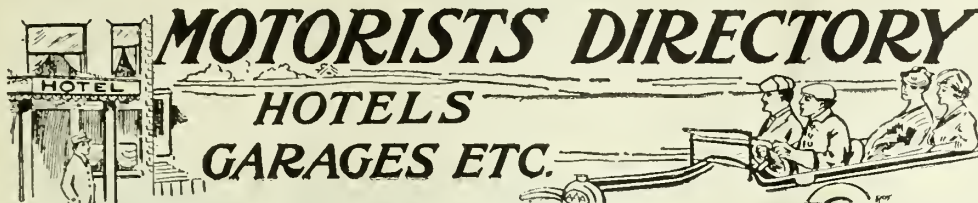
Referring to the last paragraph of Mr. Wall's letter I beg to state that his idea and mine about the rough road does not just exactly coincide. It is true that this road is not exactly good, but it is not as bad as he makes out. And besides that the Grant Parish people have not been unduly hasty in the building of their road. My personal opinion, Mr. Clarkson, is they are afraid that the Jefferson Highway is going by the west bank of the river by the way of Boyce and Cane River section of Natchitoches Parish. They may be assured that our road will be built just as soon as possible, and there is no chance to use the fund dedicated to that portion of the road, for any other purpose.

Best personal wishes.

Yours very truly,

A. T. FELT,

Gen'l Sec., Alexandria Chamber of Com.



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Motorists Guide, St. Joseph, Missouri

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Motorists Guide, St. Joseph, Missouri

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MASON CITY, IOWA

A Live, Hustling, Progressive City

— Build Roads Now — Build Roads Now — Build Roads Now —

Chance, as often as design, dictates to men the course of their fortunes. What prompted the forefathers, who threaded their way westward, setting their course along the ridges that divide the water of north Iowa rivers to settle on the banks of the plethoric Lime, pioneer annals do not relate. Neither does tradition, which too, has come down from these fathers reveal.

Out from it extend enriching branches that called the cornlands and wheatlands, the orchards and meadows of a later generation into being; that have enriched successive husbandmen and nurtured a hamlet till it became a thriving city. Its current cuts deep into the hardened rock and lays bare to discriminating eye of e'en the most superficial observer latent wealth of calcium carbonate to which thousands bow as the source of their livelihood, and other thousands and more delve into for barter or seek it as the basic element in the structure of great fabrics. The Lime as a name bears no thrill of imagination, but it is full and suggestive of the substantial, whereupon men of resource and of wisdom are apt to build. All these and more may have been the dream of the fathers.

But whatever it was, chance, design, fortune or misfortune, that called the uneasy pioneer, 'tis here he came more than three score years ago. In the midst of the wide areas that stretched from the Lime some thirty or more miles as the coursing eagle might fly, stood out from its fellow, a grove of native trees. An enterprising settler set this grove apart as his domain, and knowing no better habitation fixed it here and sought no better designation than "Masonic Grove," to keep fresh in his mind the ministries of a beneficent order of which he no doubt was a member. Masonic Grove became the landmark of the early wayfarer. Here he sought shelter from the passing storm, or to ungear his team for the night, or mayhap to remain a space for recuperation. From these chance passers-by grew tenants of longer sojourn, till the straggling camp and decrepit makeshifts of a night took form of more permanent human habitation and fixed the walls of the sub-structure of its now more pretentious successor. Masonic Grove owes its life, north Iowa history says, to John B. Long, and the shifting fortunes of trade named him as its possessor. Soon after he came into its possession he changed the name of the village in the midst of the grove, to Mason Long. Later on the Queen City of the Midlands, fickle as youthful maidens are apt to be, ventured again and this time named herself "Mason City."

And this city, this Masonic Grove of the old days, grew apace. From the Twin Cities at the headwaters of the old Father Messaba to the north, to the capitol city, Des Moines at the southward, from Dubuque, the Key City, eastward, to the city of the Sioux on the border of the Dakotas, there is no city that rivals her in wealth or enterprise.

Imagine some giant hand able to take the plebeian Lime from its rock bed and

stretch out its sinuous windings to full length. Let this serve as the radius of a circle with the blazed site of Masonic Grove as its pivot. Let it move in a mighty circle and note what its sweep describes.

What fields and valleys of industry! What teeming acres, yielding woodlands and succulent meadows! What busy villages and farm homes! Here are wealth of mind, fatness of purse, schools, churches, railroads, highways and hedges, all ministering to the people. Here dwell men and women of affairs. Casting the horoscope of the future and the circle described by the Lime has everything to offer its sons and daughters. At the center of this great sweep is Mason City radiating her influence; offering her trade and commerce to those who need; warming the hearts of all who visit her domains with her culture and making glad the stranger's hand by her hospitality.

Its wealth of shale and limestone and kindred substances outbid the creative marts of the nation in the sum total of its outgoing tonnage. Girt about her to the westward and to the south are beds of clay of a texture so fine that its only superiors are the sites of the ancient potteries, where is moulded vast quantities of brick, tile and building blocks. To the northward are the deep mines of rock where mammoth mills powder their flinty substance, dry their fibre in mighty furnaces and place at easy disposal cement, the basic element of all structural substances at this time.

Two of the greatest manufacturing units ever built by man for the manufacture of cement lie within the city limits. Each employs hundreds. A dozen other plants for brick and tile fill their place in the economy of things. Each one since its founding has been steadily producing night and day.

The long line of cars that wind their way from the yards of these mills tell their own story. The goddess of prosperity never selected a happier medium that she might attain her throne than by the process of taking from mother earth her raw and forbidding constituents and in a short time transform them into useful materials.

While the making of tile and brick and cement has kept pace with thrift and modern speed of output, alongside these industries and of equal importance in the place they fill in the domestic economy of municipal progress are a score or more of kindred industries. Beyond the big mills is the Northern Sugar Corporation with its two million dollar investment, catering to the agricultural zeal of the farmer whose beets within a span of scarce six months are transformed from the dull unlikely seed to the toothsome confection, or the practical sugar. The Decker packers utilize the surplus stock from the breeders of north Iowa, count their slaughterings by the thousands per day and for years have supplied the clamoring and growing demand with the delicacies of the abattoir. Among the distributors of the commoner necessities of

men are two big grocery houses, two houses that handle the fruits of every clime; three that handle machinery and a mammoth concern that supplies the needs of the plumber in every ramification of his vocation. Great oil and grease stations whose annual business crowd the million mark are here, and caches upon caches of supplies of every kind that human needs may require or the fickle whim may crave. Run the gamut from metal products to pastry products; from granite monuments to confectionery; from lighting systems to beet pulp; from fur coats to cupalos, and from tankage to tombstones—name it, and it is here. Mason City affords the best. Big stores dress out in every kind of fashion and utility has a never ending supply.

Now for a touch of the prosaic. It has come to the attention of those who read that Cerro Gordo County, of which Mason City is the seat, ranks seventh in Iowa in point of assessed wealth. It is exceeded in the amount of money it contributes to the state upon its fixed wealth only by the counties containing the cities of Des Moines, Sioux City, Cedar Rapids, Council Bluffs, Davenport and Fort Dodge. Fort Dodge exceeds it only by a scant thirty thousand dollars.

Another lesson in figures. In 1885 the enumerators counted but 3,512 men, women and children in Mason City. A decade later there were 5,672. The decade from 1905 to 1915 was the season of most rapid gain, so rapid that the U. S. Census Bureau took note that it was the fastest growing city in the Mississippi Valley when the population jumped from 8,355 to 17,152, a gain of more than 100 per cent. The last census gives the city's roll call at 20,065.

Though so rapid has been the growth of Mason City there has not been what may be termed a smashing business failure. The progress has ever been onward. The financial institutions of the city are of solid build. Through them go the golden streams of commerce till the clearings of one average day mount to the four million mark.

Lines of railroad radiate in every direction and for facilities of trade and travel no city of the state, or of many states, can boast like convenience. Five great trunk lines minister to the community. No corner of the state is more than eight hours ride from Mason City, and that, too, by direct routing.

Mason City yields to none in the number of radiating railway lines of communication with the vast population of the Midlands. Five of the greatest trunk lines the continent boasts thread their way in and out of the city borders. A sixth line, the Mason City and Clear Lake Railway belts the environs of the municipality while at the same time it links the city with Clear Lake by an hourly service, but ten miles away.

Mason City is superlatively fortunate as a railroad center. The Chicago & Northwestern, the Chicago, Milwaukee & St. Paul, the Chicago Great Western, the Chicago Rock Island & Pacific and the Minneapolis & St. Louis radiate their

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Mason City, Iowa

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Buick Service

Mason City, Iowa

lines of steel to every point of the compass. The name Chicago repeats itself four times in listing these railways, which means that Mason City enjoys direct connection with that key of the whole great west and links the Queen City of the Midlands to all the great centers of population east, north and south.

Of her parks, her churches, her schools and hospitals chapters might be written. A Junior College and a Business College link up the High School to higher courses of learning.

But to these facts and figures of a solid character must be added the opportunities for play and recreation which life in this Queen City of the Midlands affords. But ten miles away, connected by an Interurban line that gives hourly service and by a cement roadway, the north Iowa speedway for the motorists, lies Clear Lake. After a day during the heat of summer, of delving in the affairs of trade; to be transported within twenty minutes to where the lake breezes blow full and free; to see the sun set in painted multicolor and to live real close to nature, awaits the visitor.

Here sentiment supplants resolution. The world and its grind seem far away. You take the arm of she whose grace and charm have been dallying with the romance of your nature and for some while, or mayhap it is she who has already given years of wifely devotion, and go out to some eminence along the shore line and sit down. Just at your back are the yellow fields of grain ready for the harvester—as passing air current brings its ripening breath to your nostrils. Over the fringe of trees now darkening in the gathering gloom a big harvest

moon steals into the sky. You watch it rise and send its silvery beams over the surface of the water. Here and there the eye picks up the wake of a sharp cutting launch, the lazy graceful luff of a sailboat, or the loiter of a rowing party and it sends back a sheen of surpassing beauty. The shore line is mirrored in outline with every baser detail melted into the symphony of moonlight harmony and with the picture before you and this ministering grace beside you, softer fibre grows into your soul and you go back to your vocation with a higher resolve and a nobler ambition born of the tonic of a few hours of delightful leisure.

But lest it be forgotten, parks and beauty spots grace the drives about Mason City's municipal limits. Central Park always popular, but never so much so as this season when its cooling shades are vibrant with the classic Muses interpreted by an artist band; and East Park, the gamboling place for the youth and age of the city who are limited to briefer pleasure jaunts, beckons away from the round of toil. All these, these natural resources, these opportunities to establish business; these thriving and finely appointed emporiums of trade; these beautiful homes and boulevards; these lakes, streams and rivers; these wide fields and hospitable people hold out a welcoming hand to the man or woman, the youth or the maid who seeks a place to enrich their living or to establish their habitation. All hail to the Queen City of the Midlands.

Wherever one of Mason City's railroads leads there will be found the products of the factories and mills of Mason City. For speed of dispatch no city in the state

rivals Mason City in movement of commodities. Sixty-two towns and cities, many of them county seat towns, are within the twenty-four hour freight limit of Mason City over the Milwaukee. Seventy-nine of them can be reached by routings over the Great Western. One hundred and twenty-seven over the Rock Island; Forty-one over the Northwestern, omitting those that may be reached on the main line of that road, and fifty towns over the M. & St. L.

Thirty-two passenger trains, exclusive of the Interurban line pass through Mason City each twenty-four hours. That is the reason why more traveling salesmen make their homes in Mason City than in any other city of its size in the nation. That is the reason for the big mills for the manufacture of cement, more than two trainloads a day. That is why the brick and tile plants thrive and the sand merchants find good trade. That is why the Crill wholesale house located here; why the International Harvester people built their largest distributing house here, and the Hawkeye Supply Co. and the Hawkeye Oil Co., mammoth concerns of their kind, built their warehouses and storage tanks at this point; why Decker & Sons find it profitable to broaden their packing facilities and why the Northern Sugar Corporation lavished their millions on a finely appointed plant, and why big stores, lumber and coal firms sought this point to make stable their fortunes.

Let it be repeated that these roads carry more freight which originates in Mason City, that is actually made and formed here, not assembled, than do the

A Link in MASON CITY Development

Twenty years ago Jacob E. Decker realized the possibilities of this great state and decided upon it as the location which would enable him to realize to the utmost the ambition fostered by a family tradition for a period of over two hundred years, to produce the most perfect Pork Products. The business was started in a moderate way, but in a short time the unusually high standard of Pork Products created produced so large a demand that it was necessary to constantly increase the production and build new equipment until now the business is of such proportions that there are but few industries in the state which are its equal.

The exceptionally high quality of the Decker Product, and the national demand for it made it necessary to produce a name in keeping with it. After exhaustive research the name

IOWANA

was finally decided upon because Decker's Product was produced ENTIRELY in the state of Iowa, which in turn produces the best corn and the best hogs. The name IOWANA, therefore, imposes an obligation for quality, for superiority, which blends beautifully with the skill and effort employed by the Deckers for generations to produce SUPERIOR food products.

IOWANA PORK PRODUCTS are endorsed and pronounced SUPERIOR quality by Dr. Harvey W. Wiley, of the Good House-keeping Bureau of Health and Sanitation, and by Prof. L. B. Allyn, of the Westfield Board of Health—nationally acknowledged Pure Food Authorities, and are listed in "Westfield Book of Pure Foods," acknowledged the housewife's unerring guide in the selection of Pure Foods.

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Use "Northwestern for Satisfaction"

Northwestern States Portland Cement Co.
MASON CITY, IOWA

ON EVERY HAND

You see the vast wealth developed by Denison Double Process Drain Tile as you drive through northern Iowa, and on through Minnesota. Much of this land would not produce consistently, or even at all, until it had been tile drained. It was our factories which produced most of the tile used in draining this land and bringing it up to its present high state of dependable production. They are still producing drain tile at ever increasing rates to meet the demand required to complete the development of this great northern empire.

But that is not all we have done, and are doing toward the development of this rich territory. Notice those tile silos on so many farms. Note the tile barns, hog houses, hen houses and residences as you drive along through the country. Note the consolidated school houses, the stores, the banks, the office and commercial buildings of all kinds in the towns built of tile, and brick or stucco. Denison Hollow Clay Building Tile were used in most of them. These tile were used because they make buildings which defy fire, the destructive elements, and even time itself; buildings which serve better, and cost no more than those built well of other materials.

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MASON CITY, IOWA

First National Bank

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Yours truly,

National Clay Works

railroads for any other city in the Mississippi Valley west of Chicago. That is a whole volume of information in itself. Add this great bulk of original tonnage to the vast tonnage which seeks this place for its further distribution and the observer has some knowledge of the magnitude and scale on which business is carried on by this Midland city. And with these facilities for transportation at their bidding, other firms, many of which are now bidding for a place, seek out room for activity that they might take advantage of this wonderful facility for transportation.

The pay roll of these roads to employees who reside in Mason City runs easily over the quarter million mark. Among them are the city's best citizens and finest home makers. The shops of the Milwaukee and the Northwestern are located here. The Rock Island has one of the finest yard appointments, the finest equipment of any road in the state and its shops are but a few miles north of the city limits at Manly, a suburb of Mason City. With this great army of wage earners within her border it means that the future of the business firms of Mason City is fixed. While it draws much from the surrounding country, rural in particular, it has grown to a place where it is almost self supporting. Yet the observer would note that with the fine passenger service in all directions, during the most convenient hours of the day, thousands from cities miles around find it to their advantage to seek the trading places of Mason City to supply their needs. Shoppers come on every train and by automobile and go away laden with the fruits of their bargaining. Satisfied are they

for not only have they visited a city where is found the finest examples of that energetic spirit which permeates and throbs through the business life of the place; and have seen anew what modern progress is doing for humanity, but have supplied themselves and their families with the choicest creations of fashion and the most substantial needs of the hour and go home satisfied.

Like every other thriving community where men and women are alive to the movements of the times, Mason City has invested her thousands in education. Not only have these thousands been expended but there is a continuous, almost lavish, outpouring of wealth for the cultivation and the guidance of the youthful mind.

Careful surveys made of school equipment places the city in the lead of Iowa cities of her population in the number and rank of her schools. Completed but little more than two years ago is a high school that cost \$350,000, and if erected with the present cost of material, \$700,000 would not complete the task. Architecturally it is of beautiful proportions; its interior is complete in its appointment. A distinctive feature is the auditorium which is on a par with such audience rooms in any building in the state. To it come the highest talent of the lecture field, the musical realm, or the artists of entertainment preferably because of its superb advantages.

All the grade schools are in keeping with this fine specimen of architectural finish. All the elements of modern education are given the best of attention. The student after passing through the grades and the high school has the added

advantage of a Junior College which is a convenience many avail themselves of in preparation for higher courses of learning.

Supplementing these educational facilities classed as schools is a public library, and on its shelves are twenty thousand volumes of the best literature that cultured minds can select. Not only are the books of the library free for the use of all citizens but to make them more easy of access, branch libraries are established, which are of temporary tenure, in certain neighborhoods to encourage those who are not accustomed to find their way to the library proper, to read good books; thereby stocking the mind with useful information and widening out their mental horizon.

Turning from the schools, this section would not be complete if the hospitals were omitted. The humane impulse to aid the unfortunate, and to relieve human suffering in so far as that is possible finds easy lodgment among Mason City people. Three large and fully equipped hospitals are within the city limits while a fourth is in process of organization and another twelfth month will see this building ready for occupancy.

While culture has thousands of devotees in the Queen City of the Midlands, the deeper grain of human fibre is exemplified in its churches. No city can boast of finer church buildings nor can they boast of a proportionately larger number of worshipers. The leading denominations are represented; such as the Baptist, Methodist, Congregational, Christian, Adventists, Catholics, Lutherans, and branches of the Evangelical types of

The City National Bank

The City Trust and Savings Bank

Mason City, Iowa

Mason City welcomes the tourists and invites them to avail themselves of the facilities of our free tourist camp in East Park.

Commercial Savings Bank

Mason City, Iowa

Capital and Surplus, \$230,000

Deposits June 30, 1920, \$1,600,000

A. M. Schanke, Pres.

L. O. Stone, Vice Pres.

Walter J. Walker, Cashier

Ira W. Stinson, Asst. Cashier

communicants. Each have finely appointed places of worship, and growing interest in the things that pertain to the welfare of the morals of the community.

Leading these congregations are a group of ministers and priests alive to every interest of the community. All of them are members of the commercial bodies and lend their aid to the moulding of these affairs as well as to shaping the ethics of the commercial movements. Not only are they members of these commercial organizations but are recognized among its most solid and substantial factors in civic affairs. They have places upon the various committees and their advice is always sought.

Sure to be pleased with the appearance of Mason City, sure to find within her borders more of that which tends to the esthetic and the cultural phases of human thought, sure to find the deeper elements of true religious living, sure to find education beckoning to them who seek it for themselves or for their children, and sure to strike the rich cords of human sympathy from a neighborly people are the blessings that await the householder who seeks for himself and for his family a new place of abode.

This chapter is devoted to facts. He who does not enjoy the perusal of figures which show the wealth of a community in terms of dollars and cents should pass over these pages and go to where the pastures are more inviting. Without doubt, however, the man who is interested in material progress and is looking for a live commonwealth in which to further his fortune will be deeply in-

terested in knowing the length and depth and breadth of the financial foundations upon which a city rests.

If you have read these chapters relative to this Midland city you have noted its availability as a railroad center and its mammoth commercial institutions; its rapid growth from a village of straggling shanties within the span of one man's life to a city in full proportions. You have read of its schools, hospitals, churches and of the rich soil all about it; its opportunities for recreation, and its fine and hospitable people. Now it is anxious to be a trifle more specific and recite in detail in so far as this brief space will permit what might be expected to be found here by the visitor.

Government is more or less ideal, depending upon the human element in those who are placed in positions of trust by the people. Mason City struck out many years ago from the old council system to the commission form of municipal control and has been fairly well satisfied with its conduct of affairs. It is no easy task to provide for the needs of a city from a governmental standpoint, especially if that city be a city that is rapidly outgrowing, year after year, its clothing. Perplexed often is the father who must supply the needs of a healthy and growing family. With every turn of the year, Mason City finds her municipal elbows out. Her water mains are too short, the lighting system of street lighting inadequate; her borders are pushing beyond the pavement and her children are constantly locating outside the fire hydrant district and the new demands must be

supplied. Thousands of dollars must be expended annually not only to repair the depleted facilities already in use but to supply new ones. More pavement must be laid, more arc lights be hung, more fire equipment purchased; in fact, more of every item a city needs that its newer sections of population may be supplied. But these demands have always been met.

But at the outset it was promised that this chapter would teem with facts, so here they are:

Did you know that from 1910 to 1918 the per cent of growth of Mason City was 133, and that her population in round numbers is 26,000? Despite this rapid growth the native born element holds well up to 56 per cent. Twenty-five per cent are born of foreign parents and 19 per cent are of foreign birth.

It takes 5,000,000 gallons of water per day to supply the city's needs and to carry this water forty-eight miles of water mains are required and, as an adjunct, it has 58 miles of sewer lines terminating with a modern sewerage disposal plant and a garbage incinerator.

The city has five banks with a total ter and deposits of nearly \$11,000,000. capital of more than a million and a quarter. The bank clearings of one year are in excess of \$75,000,000.

The postoffice receipts are, for the year ending June, 1919, \$142,132,080, a year previous they were little more than \$130,000,000. Mason City is the home of seven insurance companies; is the point of intersection to the Jefferson Highway, the Pershing Way, the National Parks Pike and the Rainbow Highway. On the side,



Hawkeye Supply Co. Plant, Front View.



Northern Sugar Company Plant.



Clear Lake and Ventura Highway.



Mason City Tourist Camp Site, East Park.

INTERESTING SCENES AT

it is recorded that Cerro Gordo County of which Mason City is the seat has voted \$750,000 for hard surfacing its primary roads.

To catechise further:

Mason City has a Junior College connected with the high school which gives the student two years of college training.

The city has fifteen modern school buildings, and a public school attendance of 87 per cent.

She has a public library of twenty thousand volumes.

There are four modern hospitals within her borders and there are nine lodge buildings.

An armory, one of the best in the state, is within her borders. A postoffice that cost one hundred thousand dollars.

The city is the seat of the Iowa Odd Fellows' Home for its orphans and its indigents with the plans all made for the erection of a boys' dormitory by this same beneficent order, making a plant worth approximately one million dollars, including its farm.

Mason City has an investment of thirty-three million dollars in manufacturing plants making it the brick and tile and cement center of the northwest. From the cement oven come twelve thousand barrels of cement every twenty-four hours.

Three hundred thousand hogs and fifteen thousand cattle are slaughtered annually by its packing plant and from the borders of the municipality go eighty thousand carloads of freight per year.

There are forty-five wholesale houses doing an annual business of nine millions of dollars and manufacturing and jobbing section that adds to this forty-one million more, employing four thousand people and paying five million per year in wages. This ministers to a people which number one million within a radius of one hundred miles.

To sum up, Mason City is the wholesale, retail, manufacturing, railroad and banking center of North Iowa and Southern Minnesota.

New business vision and reforms act on the human being as does the wire charged with electric fluid. When the spirit of the new enterprise or the reform takes hold it is difficult to let go. Probably no better reason than the above can be given for the activity of the Mason City Chamber of Commerce, one of the liveliest bodies of that character in the history of the city. Five hundred fifty-two of the brightest business and lay minds of the city compose its membership. Its activities reach into every realm of civic life where its influence is felt for the stimulation of that thing which will tend to add to the material wealth of Mason City or to its social and moral welfare.

The membership of the organization touch every phase of city life. Its work is done through bureaus through whom is brought matters of import to be digested and ready for final action. Socially the Chamber of Commerce ranks among the real hosts of North Iowa. During the past year 6,036 meals were served, many of them of a formal nature at which some

feature of civic work was discussed and formulated. During the year closing with June, 20,000 persons visited the Chamber of Commerce rooms, ninety-nine per cent of them being there because of some business errand.

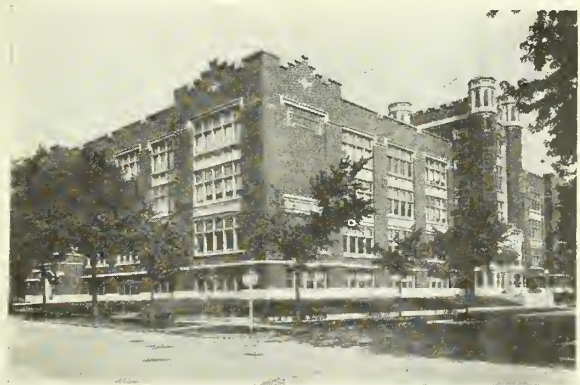
Many of the business institutions now firmly a part of the business life of the city owe their being to the vision of members of this commercial body. The Chamber is now the owner of 105 acres of land within the city limits, owns 121 city lots and, during the year, \$80,969.00 passed through the hands of the treasurer. The bureaus which are headed by live wires of industry are Commercial Travelers, Social and Publicity, Agricultural and Good Roads, Traffic, Legislative and Taxation, Retail Merchants, Industries and Manufacturers, and Wholesale and Jobbers.

Most of the activity of the Chamber of Commerce centers in the office of the secretary. It is now occupied by H. M. Van Auker, a man who saw service in the great war and who is rated as one of the best officers of his class in the state. The assistant secretary, Mrs. Dolly Johnston, has no peer in the place she occupies, has a full mastery of detail and the bon mot for the visitor.

In rank of importance in purely civic work, no doubt the Civic League, composed of women, rank next to the Chamber of Commerce. Many of the fine features that have added to the zest of living in the Queen City of the Midlands owes its being to this body of enthusiastic women. Of the orders and organizations it is impossible to speak in detail; the Odd



Mason City Packing Plant.



Mason City High School.



Scene in East Park.



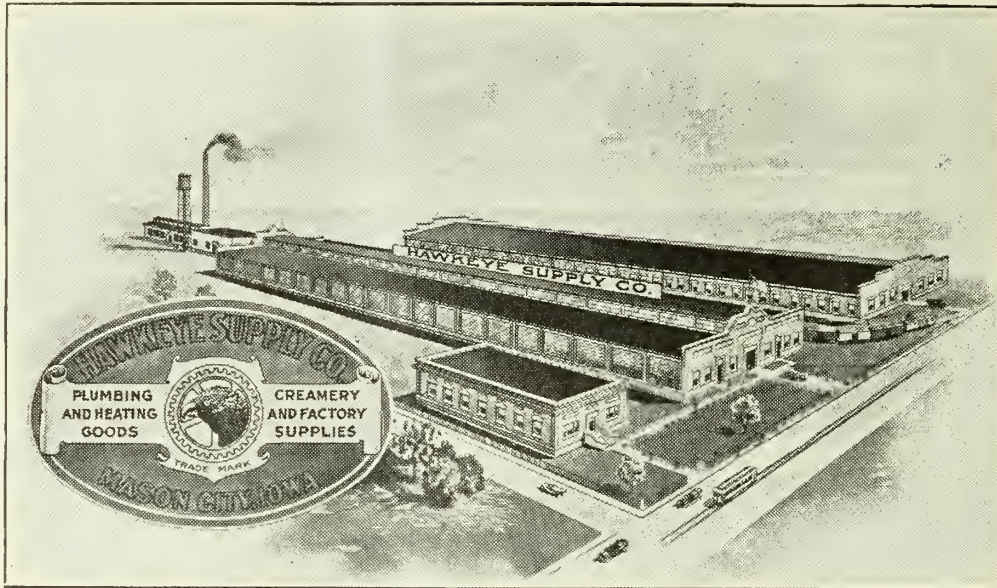
Mason City and Ventura Highway.

MASON CITY, IOWA

Hawkeye Supply Company

Leads in Service to Highway Construction Contractors

All equipment and supplies for handling water, steam, air, oil and gas are to be found in our stock.



NORTH IOWA LEADS IN CONSTRUCTION OF PERMANENT HIGHWAYS

FOUR DEPARTMENTS

Mill, Factory and
Contractors' Supplies.

Creamery and Dairy
Equipment and Supplies.

Plumbing Fixtures and
Sanitary Equipment.

Boilers, Furnaces and
Heating Goods.

You Will Better Enjoy

Driving your car over the good roads if you carry proper insurance. This consists of

**FIRE, THEFT, TORNADO, COLLISION, PROPERTY
DAMAGE and PUBLIC LIABILITY**

placed in substantial stock companies through reliable local agents.

Automotive Insurance Co.

MASON CITY, IOWA

A. M. SCHANKE, Pres.

E. W. WARNER, Sec'y-Mgr.

Mason City Realty Company

REAL ESTATE, LOANS AND INSURANCE

6 N. Washington Ave. Telephone 815 Mason City, Iowa

If you are interested in purchasing real estate, we ask that you investigate the propositions we have to offer. Our lands are located in Cerro Gordo County and Northern Iowa. We also handle Minnesota and Canada lands. Our land is still on its upward trend and the man purchasing land now is bound to make from \$25.00 to \$50.00 an acre within the next few years, and there is no alternative. Come and see these farms and be convinced. For reference, First National Bank, Mason City, Iowa.

BURR C. KEELER, Pres.

JAS. D. BARLOW, Sec'y

FRED S. BARLOW, Treas.

P. L. J. Crill, President. N. R. Crill, Secretary and Treasurer

The Crill Wholesale Grocery Co.

WHOLESALE GROCERS AND GENERAL
MERCHANDISE

Incorporated under the laws of the state of Iowa.

CAPITAL STOCK.....\$150,000.00

507-513 Second St., N. E. Tel. 656 MASON CITY, IA.

"The House of Quality and Low Prices"

Fellows are the leading organization, no doubt due to the magnificent plant for the care and nurture of dependents of the order located here. Two mammoth buildings, finely equipped for living affords a home for the boys and girls left by unfortunate Odd Fellows upon the charity of the order. Nearly two hundred children are at this time its wards. An adjoining building is the home of the indigent members of the order and their wives. Here they are cared for as best skill can do till such time as nature calls them hence. On the same site is to be erected within a year, a dormitory for boys. With these buildings is a fine farm of nearly 200 acres carefully tilled and highly profitable.

The Modern Brotherhood has its national headquarters in this city and their officers are housed by a nine-story building, modern in every particular. It was built three years ago and is a beautiful monument to the work of a beneficent organization. The Masonic Order has a large organization. Other orders such as the Moose, Woodmen, Redmen, Knights of Columbus, the latter having a fine three-story block near the business center of the city, the Knights of Pythias, the Lyons, Rotary Club, the Elks who also own a clubhouse and business block, in fact, nearly all the organizations which seek to enroll men and women in membership are represented here. Labor takes no second place in the size of its organizations led probably by the railway brotherhoods.

Of social, study and recreation organizations and clubs there are many. Leading the recreation clubs is the Country Club which owns a beautiful rural club

home and a large and beautiful stretch of acreage where golf is the chief avocation. The proximity to Clear Lake lends life to one or two Outing Clubs which have fine community cottages along the lake shore.

In fact, Mason City is the modern city in every way. All the modern ministering influences which have been developed by the ingenuity of men and women thoughtful for the welfare of their fellows finds its place in the social life of the place. The Young Women's Christian Association have one of the most beautiful homes in all Iowa. It is a three-story brick, modern in its appointment, commodious and centrally located. The organization is composed of the leading young women of the city whose activities cover considerable of the social welfare work that is done. The organization operates one of the popular cafeterias of the city besides conducting a large dormitory for young women.

The Young Men's Christian Association have no building but has a resident secretary and are doing much welfare work among boys especially. Scout organizations are fostered by their patronage and supervision of sports is undertaken. All of which speak much for the future of Mason City.

— Build Roads Now —

ON THE JEFFERSON HIGHWAY

Seven motor parties registered at the Harrington yesterday and last night, and five were at the Arlington, totalling 26 persons from abroad who were guests in the city yesterday. Some were from Ne-

braska, others from north Missouri, several from Kansas. But the greater number from Oklahoma, and among them were three families that came especially to look over Carthage with a view to locating their home here, while continuing in promotion work in Oklahoma. All have gone on into the hill country, but the interested persons will return by way of Carthage within the month, and will remain over several days.—Carthage Press.

— Build Roads Now —

3 1/2 DAYS MINNEAPOLIS TO CARTHAGE—700.4 MILES

Mr. and Mrs. L. L. Harris, of Richmond, Ind., arrived yesterday from Minneapolis, where they have been visiting their son, to be a guest of Dr. A. K. Wray and Mrs. Wray. Dr. Wray and Mrs. Harris are brother and sister. Mr. and Mrs. Harris made the trip to Carthage over the Jefferson Highway from Minneapolis in 3 1/2 days. They reached here at 4:30 o'clock yesterday afternoon.—Carthage, Mo., Press.

— Build Roads Now —

MINNEAPOLIS REPORTS HEAVY JEFFERSON TRAFFIC

A letter from Hon. Ezra H. Frisby, vice-president of the Jefferson Highway, who has just returned from a trip north, states:

"I was advised while in Minneapolis recently that the Jefferson Highway was bringing more tourists to that city than any other trail."

Patronize

Red Ball Filling Stations

while touring on the Jefferson Highway

For

Red Ball Gasoline Faultless Anti Carbon Auto Oil

Your Repair Bills at the minimum;
Your Mileage, per gallon, at the maximum;
Your mind at ease;
Your TRIP an uninterrupted pleasure.

Hawkeye Oil Co.

MASON CITY, IOWA

WATERLOO, IOWA

Over one hundred other points.

GOOD SAND and GRAVEL make GOOD ROADS

You Get the Best from

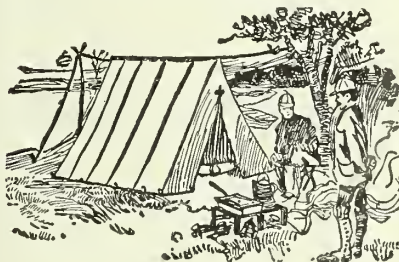
The Ideal Sand and Gravel Company

Inc.,

MASON CITY, IOWA

The largest producers in the state of
WASHED and SCREENED SAND and GRAVEL
Shipments Anywhere Any Time.

Mason City Builders Supply Co. Sand and Gravel Car Load Lots Mason City, Iowa



AUTO TENTS and
TOURIST'S OUTFITS

AWNINGS, TENTS, COV-
ERS and CAMP FURNITURE

MASON CITY
TENT & AWNING CO.

306 S. Federal Ave.
MASON CITY, IOWA

IMPROVEMENTS BEING MADE

Hallock, Minn., August 2, 1920.
Jefferson Highway Association.

We are herewith enclosing our voucher amounting to \$5.00 in payment of the dues at this time.

You will find that considerable work and improvements have been made on the roads in this region—the last season.

Yours truly,

J. H. BRADIST,
Cashier.

— Build Roads Now —

SENDS FOR DETOUR SIGNS

June 26, 1920.

Jefferson Highway Association,
St. Joseph, Mo.

On Monday, June 28th, grading will commence on Highway Project No. 8, which includes ten miles of Jefferson Highway in this Township, and we are planning to detour the traffic on the J-H while this work is being done.

Some time ago, in a conversation with Mr. Clarkson, he advised me that he had then or was getting notices to post up. If you have any notices I wish you would send me a supply for use, as our graders will be at work all summer.

Very truly yours,

EZRA H. FRISBY.

— Build Roads Now —

NORTHFIELD COMES IN

The contract for paving four blocks on Division street from Sixth street to Woodley, and on Woodley to Popular, and on Poplar to connect with the Jefferson Highway paving was let to Leonard & Utten of Rochester at a joint meeting of the city council and the Rice County commissioners held in Fairbault, Wednesday forenoon.

The type of paving called for is gravel concrete. On Division the paving will be 44 feet wide; on Woodley and Poplar it will be 18 feet wide.

The contractors agree to begin work on the job August 15 and to complete it by November 1, if materials can be obtained promptly.

The total cost of the job will be \$55,781.70, of which the county will pay \$30,972 and the city \$24,809.70.—Northfield News.

— Build Roads Now —

A MISTAKE RECTIFIED

In the August issue of the Modern Highway magazine, among other items mentioned in regard to St. Joseph, Mo., is one stating that the city had a certain number of factories and the values of the products of same. The figures given in this item were incorrect as they were taken by mistake from a 1917 report. The report for 1919 shows that the capital invested in factories is \$46,500,000 instead of \$11,000,000 as in 1917. The output for the year was \$216,593,895 and the weekly pay roll is \$310,000.

North Iowa Brick and Tile Co.

Manufacturers of

Farm Drain Tile, Hollow Building Tile

By Specifying "North Iowa" tile from your dealer your investment in clay products is further safeguarded

Plant and Office: Mason City, Iowa

"The Tile That is Graded Evenly"

Wilson & Kelly

Manufacturers of

DAIRY BREAD

Sold all over Northern Iowa.

MASON CITY, IOWA

Sac City

Spencer

Mason City

Lanesboro

The Cement Products Company

5 to 72 INCH DRAIN TILE

Drain Tile manufactured at all plants. Write nearest plant.

Mason City Candy Co.

Manufacturing Confectioners

Manufacturers of HANDKRAFT CHOCOLATES
and High Grade Specialties

Factory on Jefferson Highway

Mason City, Iowa

(Wholesale Only)

Pedelty Thresher Co.

MASON CITY, IOWA

Jobbers in Threshers and Power Farm Machinery.

Also a Complete Line of Accessories.

A. W. Knesel & Son

MASON CITY, IOWA

Insurance and Real Estate

Automobile Fire, Theft, Liability and Collision Insurance.

Hog House Ventilators



Barn Cupolas, Hog House Windows

E-Z HOG FOUNTAINS NABURTON HOG OILERS

Metal Products Company

Mason City, Iowa

"How Dry I Am"

Let's Drink Hub Brand Soda Waters, Hek, Fox Head
or Old Lager

MASON CITY BOTTLING CO., Distributors

Telephone 85

Telephone 739

First National Bank

ROCKWELL, IOWA

CAPITAL.....\$25,000.00 SURPLUS.....\$10,000.00

Lets get acquainted. You might like us.

Cadwell Transfer and Storage Co.

LIVERY BUS, AUTO BUS, MOVING, PACKING AND
STORING OF HOUSEHOLD FURNITURE.

20-33 First St., N. E.

Tel. 216

Mason City, Iowa

Most Miles Per Dollar

Good merchants and good merchandise are an inseparable combination.

Firestone unites them in a way to benefit every car owner.

That is why we recommend and deal exclusively in Firestone Tires, Tubes and Accessories.

The Firestone Cord—"So big it leaves no room for comparison."

Firestone Fabric Tires—"Made the promise of 'most Miles Per Dollar' an established fact."

Firestone Tire Accessories—"You may never need but once, but when you do you'll be glad of your foresight in taking them with you."

Thousands of car owners have already learned of our service—they know that we maintain the best equipped tire shop in Northern Iowa, they know of our service cars, they know our location at 315 S. Federal Ave., they even know our phone number is 96. We want you to know us, too.

Midland Tire Sales Company

315-317 S. Federal Ave.

Mason City, Iowa

The Damon-Igou Co.

107-109-111 No. Federal

Largest and Best Equipped Dry Goods Store

In Northern Iowa, Including

Rugs Ready to Wear Millinery

Your Inspection Invited

MASON CITY, IOWA

Security National Bank

MASON CITY, IOWA

Capital \$100,000.00

RESOURCES

Loans and Discounts.....	\$1,348,396.59
Banking house, Furniture and Fixtures.....	25,045.21
Redemption Fund with U. S. Treasurer.....	5,000.00
Cash and Due from Banks.....	266,275.83

LIABILITIES

Capital, Surplus and Undivided Profits.....	\$ 127,390.14
Circulation	100,000.00
Bills Payable	175,000.00
Deposits	1,242,327.49
	\$1,644,717.63

OFFICERS.

Jno. A. Senneff, Pres.
J. F. Sharble, Vice-Pres.
Tim Donovan, Vice-Pres.
E. W. Clark, Cashier

DIRECTORS

Jno. A. Senneff
Tim Donovan
J. F. Sharble
E. W. Clark
Julius Kunz

NOW IS THE TIME

The most beautiful season of the year for an outing.

America's outers have taken to the lure of the open road, the wilderness campfire and the haze of the golden vacation days like a house afire.

All during the summer months tourists and travelers by the thousands have covered the many trails of the country.

Estimates place the travel limit far ahead of all previous seasons. There still remain from two to three months of the grandest time of the year for the tired business man and the busy housewife to lay aside their cares and duties and to gather up a few needful articles and to hie themselves to some favored spot for a quiet rest and recreation.

If you own even a wheezy motor car, the remainder is simple. Excellent road ways can be had from tire companies, garages or local civic organizations. Auto clubs exist in most of the bigger towns. You will be surprised how the members will go out of the way to tell you about the best roads. They will tip you to the best fishing places and the best camping grounds.

Every sporting goods man is ready to help. There are tents which button on the auto curtains. There are others to be suspended by a band running over the top. Then there are the plain wedge and the wall tents, the latter probably the best for a permanent camp, and the auto tents for quick moving and temporary lodging.

Folding cots and plenty of heavy woolen blankets solve the bedding problem. A floor of canvas, sewed into the bottom of the tent, keeps the wind and bugs out and is well worth what it costs. Many tents need poles. Better carry them along. Jointed ones may be purchased. Once in a while the tourist strikes a place where no poles can be cut.

The cooking equipment need not be elaborate but efficient. A stove of any kind is not needed as the camp fire is quicker and answers the purpose. A frying pan or two with long handles, a fairly large kettle for heating water and cooking bulky things, pie plates and tin cups, a thermos bottle and a paring knife with spoons and forks and you have all that is necessary. An expensive outfit is not necessary and even a coffee pot may be dispensed with and coffee made in a large frying pan. Pack your outfit in a small wooden box for convenience, fastening same on the footboard of the car.

The country schoolhouse or the country churchyard has come to be known as the auto camper's "life-saving station." They make dandy camp grounds. Many towns now provide regular camping places for tourists.

When you find a good camping ground, stop. There may be none for miles farther on. Make camp at once. Get the tent up, the folding cots set and the beds made. Then the evening meal. The motto of the good auto camper is to start early and stop early, loafing late. Before you move on, clean-up your camp ground. Burn waste paper, bury empty tins, see that the fire is extinguished before you leave. Be certain of that. Millions in lumber are burned each year by careless campers in leaving their fires which they thought were extinguished.

Rare experiences are constantly coming to the camping motorist but these

are always followed by memories of wonderful scenes and happy days.

There is no other way of motoring that has half the charm of the camping method and it is bound to become more popular from year to year.

— Build Roads Now —

FT. SCOTT MAKES AN ENTRY

Fort Scott, Kan., July 14, 1920.
Jefferson Highway Association,
St. Joseph, Mo.

On July 13th, the board of county commissioners of this county awarded the contract for the last section of the Jefferson Highway across this county.

This section was four miles in length. The remaining twenty-six miles of Jefferson Highway through this county is either constructed or under construction. It is hoped that by next year the entire length of the Jefferson Highway through Bourbon County will be paved with a sixteen foot bituminous bound macadam road.

Very truly yours,

H. A. RUSSELL,
Vice-Pres., Kan. Div., J. H.

— Build Roads Now —

A JASPER COUNTY INCIDENT

Plans are on foot for the improvement of the Jefferson Highway in Jasper County, Missouri, between Carthage and Jasper (12 miles).

Ernest Glenn of Engineer Frank Newton's force was sent out to make some surveys. In conversation later he said:

"The people of Carthage have little conception of the number of tourists who come into the city from the north following the marks of the Jefferson Highway because they are lost in the crowd of local cars as soon as they get on the square.

At times there were so many cars—the majority of them from outside of Jasper County—on the road that frequently they materially interfered with our work."

"At one time I noticed a car with a New York tag on it, followed immediately with one bearing a Wyoming tag.

My conception of the volume of tourist travel over this highway and the great distance from which some of it comes, was greatly enhanced by that experience on the Jefferson Highway between Carthage.

— Build Roads Now —

EXCUSED WHILE SICK

Crookston, Minn., Aug. 3, 1920.
Jefferson Highway Association.

Your notice at hand about dues but am forced to beg you to drop me as a member, owing to the fact that I have been confined to a sanatorium for some time and will be.

I regret this very much that I cannot contribute to a large enterprise like that, but conditions have arisen over which I have no command.

Very sincerely yours,
CHARLES QUARNNESS.

[NOTE—There are enough well men behind the Jefferson Highway to take care of its affairs while Brother Quarnness is sick, so he is excused until he gets well and in good form again, then we will be glad to welcome him to activity again.]

PAID IN FULL

Bagley, Minn., Aug. 2, 1920.

Jefferson Highway Association,
St. Joseph, Mo.

Gentlemen: Enclosed find check for \$5.00 to cover my dues for the year 1920.

Recently made a trip from Bagley to Mason City, Iowa, over the Jefferson Highway and feel that this trip alone well repaid me for what time and money I spent helping to boost the Jefferson Highway.

Would advise sending a man over the entire route remarking places where there has been changes in the route or where the signs have been destroyed or mutilated.

Yours truly,

A. KAISER.

[NOTE—The pole marking crew is now in Minnesota remarking the highway.]

— Build Roads Now —

DETOURISTS' GUIDE

Route 999—Pickleville to Woofstown.

Start where you are, 0 00 m. Turn left past policeman, ½.00 m. Go straight ahead until you come to man lighting cigar, 66.00 m. Turn left, then right, then right under bridge, avoiding stone wall, if possible, 8.00 m. Follow car tracks into Ogoslow, 9.00 p. m. Cross R. R. tracks, if train is not using them, and turn into dairy farm—buy glass of milk, 25c. Back out, avoiding rut left by farmer's tractor ten minutes before. Proceed cautiously through Finejail; do not wake the inhabitant, who has a warrant to arrest without warrant, 67.00 m. Turn to the right or left, both bad roads, on to Cuba, ?1.00 m. Fill up tank (gasoline) and proceed as straight as possible ahead. At cross roads toss up for decision as to which one is right. If the result is "left," that's right. If it's "right," it's wrong. Proceed, 99.066 m., to Mudpuddle; attach skid chains, town voted wet, 2.75 p. c. Slow down inside city limits to 8 m. p. h. (it's the law); outside city limits the law is not necessary to slow you down—the road does that. Proceed. Stop. Fix blow-out. Proceed. Stop. Fix puncture. Proceed, cross stream on ferry. (Ferry not necessary if you have a Ford). Turn around, then back. Now, where are you? Nobody knows. Try the road on the left. (Left unfinished.) Shift to second gear. Stop. Fix engine. Walk to farmhouse, 8.00 m. Get mule and rope. Walk to car, 10.00 m. Attach rope. Start mule. Proceed to garage, 6.98 m. Leave car to be repaired. Catch train to Woofstown, 26.00 m. And there you are. Simple, isn't it?—Chet News.

— Build Roads Now —

Copies of the Virginia-Carolina Motorist have reached this office and are very attractive, containing much good roads information and facts about motoring in Virginia and the two Carolinas.

This magazine was formerly the Virginia Motorist but owing to the increased advertising and circulation in North and South Carolina this has been combined under the new title. We are glad to receive copies of this magazine and feel sure it will fill a place in its territory.

FROM MUSKOGEE, OKLA.

Muskogee, Okla., July 19, 1920.

Dear Mr. Clarkson:

At your request, I take pleasure in repeating in writing for publication, the statement I made while presiding at the meeting held for you here last Wednesday, before submitting to a vote the proposition to accept the five year re-organization plan of the Jefferson Highway, on behalf of Muskogee.

I stated to our people, there assembled, that the Jefferson Highway had been and was now a wonderful asset to Muskogee, returning to us in money and other substantial benefits many times its cost—that scarcely a week passed without finding home-seekers and investors in our midst, whom we never would have seen here but for the publicity given the highway and the marks leading through our city and county and I am convinced that this feature has scarcely begun, owing to the barrier heretofore existing at the Canadian River. Now that the Canadian River bridge is completed and in use, inducements to travel south by automobile are many times multiplied.

In addition to the monetary values, the Jefferson Highway has been a remarkable inspiration to our people to better our roads; also to straighten them and provide adequate bridges. When I went as a delegate from this city to New Orleans, four years ago, and was fortunate enough to secure the Jefferson Highway for Muskogee, we had no roads or bridges to speak of and the Canadian River had to be crossed on a one auto rope ferry. We now have miles and miles of hard surfaced roads, some of which are not surpassed anywhere in quality. The Jefferson Highway is largely completed and all under contract through this county. A recent bond election provides for a free bridge over the Arkansas River, and other large bridges.

The splendid new bridge across the Canadian River, costing nearly two hundred thousand dollars, is not only called the Jefferson Highway bridge, but is a direct product of the Jefferson Highway.

I therefore heartily recommend that Muskogee adopt the five year re-organization plan of the Jefferson Highway, and that we proceed at once to raise our allotment of memberships. As you know, the action was unanimous.

I will add, in conclusion, that the best evidence of what we think about the value of the Jefferson Highway, is found in the \$2500.00 membership which I take pleasure in enclosing herewith.

Sincerely yours,

D. N. FINK,
Pres., Commercial Nat'l Bank.

Muskogee, Okla., July 19, 1920.

Dear Mr. Clarkson:

Now that you are so nearly through with the refinancing of the Jefferson Highway for five years, would it not be well to begin to consider the next step forward?

I have for some time thought that the Jefferson Highway was getting big enough and had already returned values on what we had invested in it, and could return so many more values if more intensely worked, to justify putting a properly qualified man in each of our states, to bring the road up to the highest possible state of efficiency. This man would be known as the Oklahoma Jefferson Highway representative, and would work

directly under the International organization in conjunction with the Association and the county commissioners and road officials in each county. I believe the right kind of a man could put additional spirit in road building in each state that would pay for his services many, many times. He too, would inspire the people to keep those roads already built in good condition, provide for maintenance funds, etc., encouraging road building and road maintenance in every way.

If you think well of this, suppose we make it a subject for discussion at our Oklahoma state meeting, soon to be held. Then if our Oklahoma people think well of it, we can pass it on for consideration to our international board, which meets in January. What do you say?

Sincerely yours,

D. N. FINK.

[NOTE—Well worth thinking over.
Clarkson.]

— Build Roads Now —

ANOTHER RICHMOND IN THE FIELD

Quincy, Ill., July 19, 1920.

The Secretary,
Colorado Springs Auto or Motor Club,
Colorado Springs, Colo.

Dear Sir: We in Illinois are considering the advisability of inaugurating a move to organize a national hard road (preferably concrete) reaching from the Atlantic to the Pacific.

Naturally considerable data must be had before the route may be laid out.

Your city may if they desire furnish such information for reference, namely the advantages of grades, materials, cities along the route from St. Joseph to Colorado Springs and the desirability of such route.

Your Pikes Peak organization possibly have much of this.

Address reply to Quincy, Illinois.

THOS. M. BEATTY,
Vice President and Chairman
Routing Committee, Illinois
State Automobile Association.

Colorado Springs, Colo., July 25, 1920.

Mr. Thos. M. Beatty,
Vice President and Chairman,
Routing Committee,
Illinois State Automobile Association,
Quincy, Illinois.

Dear Sir:

Your letter of the 19th, advising that you are considering the advisability of inaugurating a movement to organize a national hard road, reaching from the Atlantic to the Pacific, received.

I do not believe we are prepared to give you very much information regarding the advantages of various grades of materials along the route of the Pikes Peak Ocean-to-Ocean Highway from St. Joseph to Colorado Springs. We believe that the highway in the state of Colorado is about as good as it possibly can be made, excepting by hard-surfacing with concrete or some other material of that nature. There are a few places in Colorado where gravelling has been necessary to overcome the rain, but as a whole the nature of the surface has proven very satisfactory.

This is partly true also in Kansas, although there is a number of places where the adobe makes the road difficult to travel during wet weather. This is gradually being overcome by gravelling.

If you are contemplating organizing a national highway across the continent, as your city is so close to the Pikes Peak Ocean-to-Ocean Highway, I am wondering why you do not lend your efforts to increase the efficiency of the Pikes Peak Ocean-to-Ocean Highway.

Based on the best information that we could gather last year, about 45,000 people who visited this region drove over some part of the Pikes Peak Ocean-to-Ocean Highway, in approximately 10,000 machines, and the prospects are that the traffic will be very much heavier this year. This office has already given information to more people during the month of July than during July, 1919.

We regret that we cannot answer your questions more specifically.

Yours truly,

(Signed) E. E. JACKSON,

Secretary.

— Build Roads Now —

HEAVY TRAFFIC ON NEW JEFFERSON HIGHWAY

Thousands of people took advantage of the opening of the new paved highway to Anoka and Minneapolis (26.1 miles) last Sunday to take a ride on the new road, which had been closed for over a year at one point or another between Elk River and Anoka. The opening of the Jefferson Highway caused much rejoicing all along the line.

Sunday afternoon and evening and far into the night the highway was lined with moving automobiles, many of which came from Minneapolis and St. Paul, besides those from Elk River and Anoka. Practically every auto owner in Elk River gave the pavement a try-out. No accidents were reported, at least of a serious nature, although one Ford car went into the ditch on the Frye hill.

It is expected that the completion of the new pavement will bring thousands of tourists to Elk River during the balance of the season and the fine road will be a big advertisement for this section. During the past few months tourists have detoured at Champlin and gone west along the other side of the Mississippi river.—Sherburne Co., Minn., Star-News.

— Build Roads Now —

DOING BUSINESS

Clearbrook, Minn., Aug. 2, 1920.

Jefferson Highway Association,
St. Joseph, Mo.

Please find enclosed a check for \$5.00 to pay my second installment on the annual dues to your association.

Just back after a tour of Minnesota in which myself and family had the pleasure of passing over a number of the most important highways in the state. In a fair estimate of the personal observed traffic on these highways I feel safe in that about 20 to 25 automobiles pass over the Jefferson Highway to one on the others in considering the highway as a whole in the state. In fact, the traffic is so heavy that it is almost an impossibility to keep the highway in shape without having it hard surfaced in some shape or manner in the near future.

Truly,

Signed ALBERT ANDERSON.

THE MODERN HIGHWAY

Published Monthly by

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J. D. CLARKSON
Editor

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Sample copies free on request.

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Volume V

SEPTEMBER, 1920

Number 8



About Our Advertisers

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We do not solicit or accept advertising on a charitable or philanthropic basis. Neither do we accept fake advertising. We propose to return to the advertiser every dollar he spends with us and a good fat dividend also.

The bigger these dividends the more advertising we will get for The Modern Highway. So every one of The Modern Highway subscribers will serve his own interests best by trading with our advertisers.

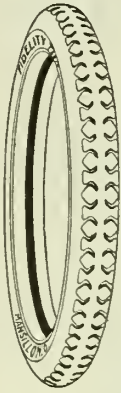
When road building machinery or materials are wanted write to our advertisers for particulars and prices, and tell them you are a Modern Highway subscriber. When an automobile, truck, tires or supplies are wanted do the same.

When traveling on the highway take the latest issue of The Modern Highway with you and stop at garages and hotels which thing enough of your patronage to advertise in your paper.

Co-operation between our advertisers and our Modern Highway subscribers is a game in which everybody wins.

THE MODERN HIGHWAY.

Motorists Guide, St. Joseph, Missouri



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BUILT FOR 5,000 MILES OF SERVICE

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Convenient to the St. Joseph Stock Yards. Special attention to trucks delivering live stock. Store your car or truck with us and make this your headquarters while transacting business at the yards or in the city. First-class service our motto.

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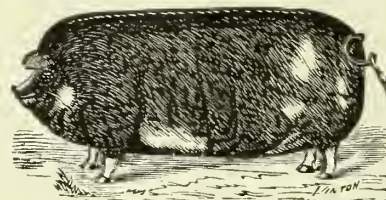
ST. JOSEPH, MO.

When visiting the Stock Yards, stop at the Transit House. Good meals at reasonable rates.

ROOMS \$1.25 to \$2.50.

J. B. MEADER

Manager.

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Insure your HOGS and PIGS against this Dread Pestilence of HOG CHOLERA by VACCINATION. Consult your Veterinarian in your community and insist on REX SERUM for ABSOLUTE IMMUNITY against HOG CHOLERA. For particulars PHONE, WRITE or WIRE.

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U. S. VETERINARY LICENSE NO. 154

P. O. Box 86, Station D

ST. JOSEPH, MO.

THE OZARKS

An Ideal Vacation Land

— Build Roads Now — Build Roads Now — Build Roads Now —



That the automobile has revolutionized all former vacation plans no one will deny, and the cry of today is "where shall we drive" for an outing or a vacation. Those fortunate people living along the Jefferson and Pikes Peak highways in the Middle West have found the answer and that an ideal vacation land lies at their very doors, a great sweep of country in primeval beauty, unsurpassed.

The attractions of the Rockies, the seashore, and all the well-known haunts of those who may travel far, are not within the reach of all; and so the tidings of this "new place to go," right here at home, this wonderland of the Ozark hills, is a most timely and welcome bit of news.

The nature-loving soul of Harold Bell Wright chose this picturesque setting for his "Shepherd of the Hills." The writing of that novel made the author a millionaire, but it did more—it lifted the veil from a vast country that is destined to be, in its way, one of America's favorite playgrounds.

Caves innumerable, gorgeous in their array of stalagmites and stalactites—fantastic in shape and coloring, creating the illusion of rocky mountains and valleys—mark the gently undulating surface; springs of cold, crystal water, bubbling from the earth or emerging beneath huge boulders, often of such magnitude as to be the source of rivers in which the game fish abound; quiet nooks, where the wild creatures of the woodland hold dominion; these are some of the charms of this lately discovered recreation center—a place where the family of modest means may go and find a thousand thrills for all, and yet one where the seasoned tourist and sportsman will revel and be content.

The White River, the James, the Current, the Osage, the Niangua, the Gasconade, the Big Piney, the Merimac, and many more smaller streams wander among these hills, some slowly and peacefully, some turbulent with the rush and fury of the mountain stream, shadowed here and there by towering bluffs or adorned with native trees and verdure-clad valleys—a constantly changing, restful scene—affording canoe floats and camping sites and hunting grounds unexcelled, on every hand a fishin' hole worthy of the name.

The days are full of pleasure—but the nights! The Ozark summer night is a revelation!

Mere words somehow fail to adequately portray the grandeur, the lure, the magic spell of all this weird country, but it is there, only to be felt in its majestic presence.

Resorts, accommodations for visitors, are springing up with wonderful rapidity, especially along the famous White River in the environs of Lake Taneycomo, formed by an immense dam, the largest body of water (with a single exception) between that point and the Great Lakes. Hotels, camps, lodges, cafeterias, and bungalows, all characterized by modesty in price, have made their appearance, keeping pace with the ever-increasing number who find that the charm of the Ozarks has gripped their hearts and who come again and again. Where will one find a country so full of features of interest to all? It is a Nature's storehouse!

But let's talk about fishing for a while. Take the White River, for example. Fish are biting freely in the upper river and at the head of Lake Taneycomo, taking

both fly and artificial bait, according to the old fisherman. In the lower lake, or pool, above the dam, crappie and blue gills are about the most dependable fish because of their nature. Bass seek running water, clean gravel bars and rocky banks not polluted with mud, and are therefore most abundant at the head of the lake.

Along the White River most of the local fisherman use the fly and light bamboo rod. Summer is their season for fly fishing, and there is no better place than the upper reaches of Taneycomo above the bridge and as far up the river as one may care to paddle a canoe or steer a motor-driven skiff.

The gamey small-mouth black bass and perch love the cool shadows of the bluffs and overhanging trees. There are miles upon miles of ideal fishing water in this Ozark country stocked with the "fightingest" fish in the land. During July and August, especially, a floating fly or bug gets 'em. It does not make much difference about the color, because the fish looking up against the light can only distinguish a dark moving object; yet some anglers are very critical as to this feature and frequently change shape and color of fly.

The visiting fisherman can always secure a boat, canoe, bait, and such things, and guides and equipment for the float trips.

Working along the edges of drifts close to boulders and rocky banks, or beneath overhanging willows, festooned with thousands of willow flies, the fly fisherman casts softly. The rising fish strikes quickly and must be struck promptly, ere he scorns the imitation. Somehow he

senses the artificial instantly, so that many strikes are in vain for the novice, who is too slow, but the old hand picks 'em out pretty regular."

But the fishing is only one feature. With Springfield, Mo., as a center, one may go in any direction and soon be on the midst of wonders he little dreamed exists—whether it be a wondrous cave, a subterranean river, a great natural bridge, a rapids, a waterfall, a gigantic spring, or a landscape. Marvel Cave, for illustration, has an area equal to that of the world-famous Mammoth Cave, its auditorium being the largest room in the world with acoustics superior to the Mormon Tabernacle, and it is said that the Coliseum of Chicago could readily be set in its spacious chamber.

Both the Jefferson and Pikes Peak highways connect with shorter local trails leading into this ideal vacation country.

One of the splendid towns in the center of the Ozarks is Springfield, Mo., the county seat of Greene County, and to make the sojourn of the tourists by automobile more pleasant, a part of one of the beautiful city parks in Springfield has been set aside for their use, equipped as a camping ground, and as one enters the city on any of the highways, signs greet the eye bearing a word of welcome and directing tourists to the camp site. And then the roads are being marked in every direction so that the places of interest may be easily found.

It's a new place to go—this Ozark country—a place where every hilltop, every turn of the road, every bend of the river, unfolds an enchanting view of scenic splendor, causing one to truly marvel at the magnificence of Nature.

If your heart is yearning for freedom, you find yourself tired and weary with the eternal grind and cares, then heed this call of the wild things, of the hills and vales and fishing streams—and live again! "Don't overlook the Ozarks in vacation time."

— Build Roads Now —

MANY PLANS FOR GOOD ROADS

Road building in Louisiana has progressed most properly and wisely in most portions of the state from the isolated road district to the parish unit and is now entering its third stage, that of state-wide improvement. In this way, road sentiment is built on an enduring basis.

In some parishes, however, progress has been slow and those who seek to unite the scattered districts into a plan for parish-wide improvement find themselves blocked by a law which requires the consent of every road district before a parish road district can be organized. Under an amendment to the law proposed by Mr. Schell, it will be possible to amalgamate such road districts as wish to join, together with all unorganized portions of the parish, into one single powerful road district. Under such a reorganization, an all-parish bond issue can be authorized, in which the smaller road districts can exchange their outstanding present bonds on a par basis; while the smaller districts which do not wish to join such a good-roads coalition need not do so, until their present bond issues are retired, when they can come in on an even basis.

Such a change in the law will make it possible to eliminate the muddy gaps and

bogs which too frequently separate sections of a well improved road. Louisiana must pass beyond the stage where an improved road is regarded purely as a local affair for local use only. An improved road is not of much benefit unless it is improved throughout its full length and leads to some place.

The newly constituted highways committee of the house will probably be one of the busiest subdivisions of the legislature, the way measures are pouring in upon it. Two state highway plans have already been announced—one framed by Mr. Milner who proposes a state-wide bond issue and one proposed by Senator Dowling who favors a 2-mill tax levy. Mr. Schell has a third plan in preparation. Highway Commissioner Buie suggests state-owned gravel beds to be worked by state prisoners and state-owned cars for the transportation of road material. He says they would decrease the cost of material by a third or more. Enthusiasm for good roads is still growing in Louisiana and the people are ready to listen to any project or plan that will give us more of them.—New Orleans Item.

— Build Roads Now —

THE MILNER BILL

The Motor League of Louisiana has issued the following to Assist the People of that state:

In ending the isolation that poor roads have forced upon Louisiana, P. M. Milner, backed by the Motor League of Louisiana various chambers of commerce and many public spirited business men, has carefully prepared a highway measure.

The following shows why every citizen of Louisiana should vote for this bill.

FOR YOUR INFORMATION

Vote for the Milner Good Roads Bill and \$28,000,000 serial bond issue at 5½ per cent per annum interest, retired in 26 years, on 1½ mill tax.

Vote against every proposition to build state highways unless provision is made for perpetual maintenance.

All license fees must be dedicated by constitutional amendment to a maintenance fund and used for no other purpose.

You have by act 18 of special session of 1918 used license fees of St. Tammany, Tangipahoa, Orleans, Jefferson, St. Charles, St. John the Baptist, to guarantee \$700,000 of bond.

You must get these fees back into your maintenance fund.

The only way to do this is by the Milner good roads serial bond issue.

A 2 mill annual tax will not do it.

1½ mills for 26 years is better than 2 mills for 12 years—why? Because many of us will not be here in 15, 20 or 26 years. Let the other fellow who comes after you pay his share.

Unless you vote a bond issue you cannot take over some 800 miles already and now being constructed by the parishes and road districts and make them state highways.

Hence a 2 mill tax will be a great additional burden.

Unless you vote the bonds and establish now a comprehensive highway plan of continuous state highways, you will only continue your present piecemeal construction of roads.

Any annual tax, whether 1½ mills, or 2 mills for 10 or 12 years, will not give you a highway system.

To get same results by annual tax as by a bond issue, you must vote 4 mills annually.

If you are willing to do this, one plan is as good as the other.

If not, then do not vote for 2 mill tax—vote for bond issue and 1½ mill tax.

Everybody wants the Milner good roads plan of highway organization—the only question is: Shall you finance it by a serial bond issue at 1½ mills tax or by an annual tax at 2 mills—the bond issue will give you a complete and perfected system with bridges in six or seven years; the 2 mill tax a piecemeal system for next 12 or 15 years.

If you could get the same results by an annual 2 mill tax as by a serial bond issue and a 1½ mill tax, we would take the former—but as you cannot, vote for the bond issue.

The parishes which have built main highways by bonds, will not vote for a 2 mill additional tax—because their main highways will not be taken over as state highways and forever maintained by the state under such a plan. They will note a 1½ mill tax for a bond issue because through a state serial bond issue, they will get back large sums for their highways that are made state highways—have them perpetually maintained by the state—which will let them build more roads, laterals and feeders for the state highways.

Everybody Get Together on the Serial Bond Plan.

— Build Roads Now —

GOOD ROADS IN MISSOURI

The people of Missouri realize as never before that the real problem of the road is commercial instead of recreational. Getting the products of the farm to market at any season of the year guarantees to the farmers of the state the sale of their produce at the highest price.—Hannibal (Mo.) post.

— Build Roads Now —

WHAT DOES J-H MEMBERSHIP MEAN?

Thief River Falls, Minn.,
August 3, 1920.

Jefferson Highway Association:

I am pleased to enclose herewith \$5.00 on behalf of Empire Farms Company. I note this renews our membership. Please advise me when, in what way and at what time or place a member exercises any right or authority in connection with this membership. Do the members have any voice in the election of officers or directors? If so, when and at what time?

Yours respectfully,

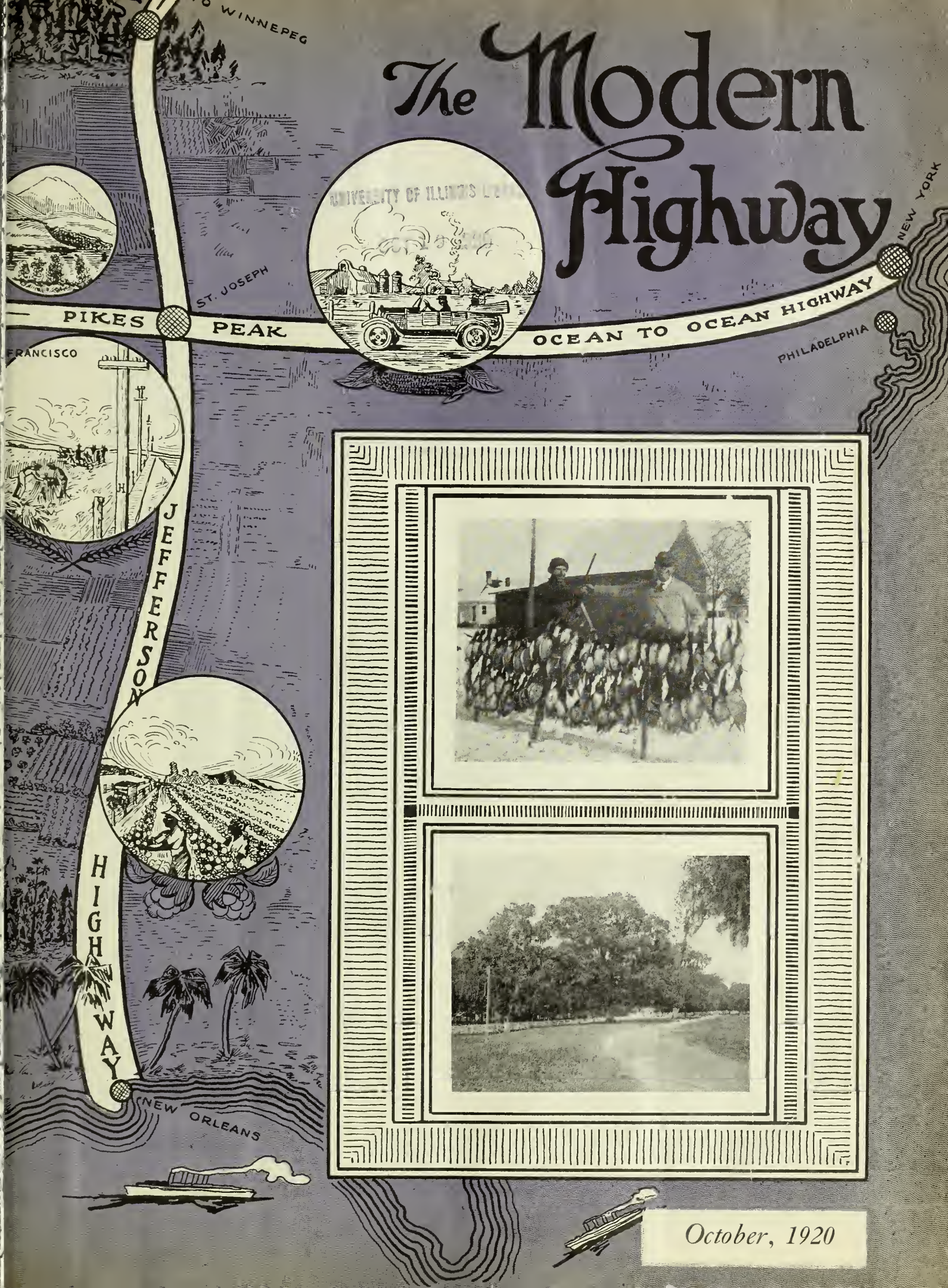
THOMAS A. WAY,
President.

[NOTE—The Jefferson Highway Association is strictly representative in its form of governments.

Every member has a right to vote in his county meeting and joins in electing three county delegates to attend the state meeting. The three county delegates acting in the state meeting elects four international directors to represent your state on the international board which meets the third week in each January at a place designated by the advisory committee.

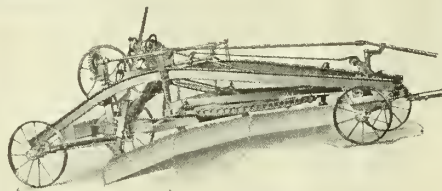
Your county and state meetings should occur in October.]

The Modern Highway

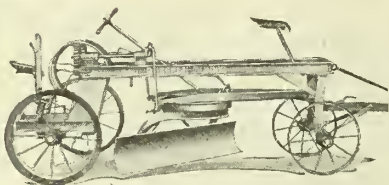
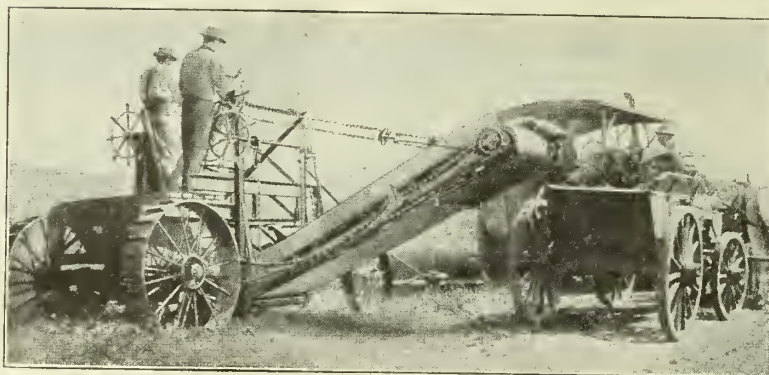
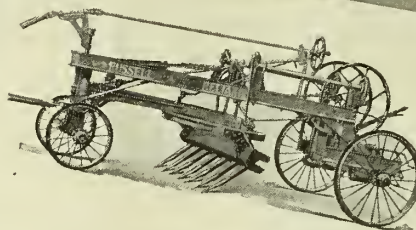


October, 1920

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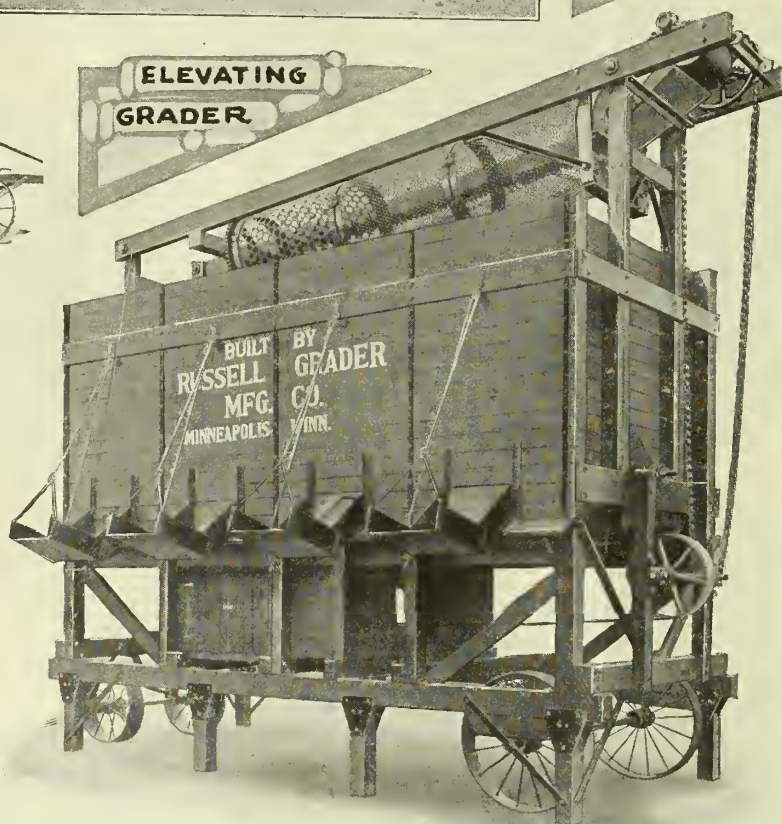
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ROAD BUILDING THROUGH FEDERAL AID

Excellent Character of Roads Being Built

—Read Article Page 12 —Read Article Page 12 —Read Article Page 12—



Federal Aid Project in Maine

Highways of Splendid Types

Second only in importance to the size of the present road-building program is the excellence of the character of the roads being built. Sixty per cent of the total allotment of federal funds which has been approved to date will be spent for roads of such durable types as bituminous concrete, Portland cement concrete, and vitrified brick. These roads when built will increase by 7,600 miles the total of 14,000 miles of roads of this class which existed in the United States before the federal-aid road law was passed. But these figures by no means represent the total mileage affected.

In 1915 the total expenditure for roads and bridges by all the states and local governments was \$267,000,000, while this year the estimated funds available for main road construction are nearly three times that amount, or \$633,000,000. In all, federal funds to the amount of \$266,750,000 have been apportioned among forty-eight states without a suggestion of favoritism—so adequate are the provisions for a just apportionment.

Many New State Highway Departments

One of the early and most far-reaching results directly attributable to the adoption of the federal aid program was the creation of adequate state highway departments in seventeen states which previously had either no state department, or departments insufficiently equipped. Within one year after the passage of the federal aid road act more constructive state highway legislation was placed upon the statute books than had ever been enacted in a similar period in the history of the country.

The insistence of the government upon the construction of federal aid roads under the supervision of engineers of the state departments has resulted in placing a much larger proportion of road work under skilled direction. In 1915, the year before the federal aid act was passed, only 30 per cent of the money for roads and bridges built in the United States was expended under the supervision of state highway departments. This year these departments will exercise control over fully 80 per cent of the large sums that will be spent for road building.

THE unprecedented stimulus given highway construction in the United States in the four years passed since the federal government entered upon its policy of aiding road improvement, is shown by the fact that road operations under the federal aid road act thus far initiated aggregate in length nine times the distance from New York to San Francisco, according to Thomas H. MacDonald, chief of the bureau of public roads, United States department of agriculture. The federal government's share in this stupendous undertaking is greater than the cost of the Panama Canal. The participation of the National government in highway improvement marked a departure from a policy which had been followed for nearly a century. Federal co-operation with the states on approximately a "50-50" basis has counted more than any other factor, says Mr. MacDonald, in initiating highway construction that is being carried on under adequate supervision, and in accord with a program coordinating local, state and national needs.

Note to Editor: Additional details regarding the country's road building are given below.

The federal government's present program of highway improvement is the result of two acts: the federal aid road act signed by the president July 11, 1916, and provisions in the postoffice appropriation bill for 1920, signed February, 1919, containing an amendment to the original federal aid road act. The original appropriation of \$75,000,000 was made available for rural post roads in installments at the rate of \$5,000,000 for the fiscal year ending June 30, 1917; \$10,000,000 for the fiscal year 1918; \$15,000,000 for the year 1919; \$20,000,000 for the year 1920; and \$25,000,000 for the fiscal year ending June, 1921. Ten million dollars for forest roads was made available at the rate of \$1,000,000 a year after July, 1916. The apportionment of the post-road appropriations of the states after deducting the administrative fund, which must not exceed three per cent, is based upon area, population, and mileage of rural delivery and star routes in each state. Each of these factors have a weight of one-third.

Federal Activities Broadened

Three months after the signing of the armistice the postoffice appropriation bill for 1920 became a law. One of the important amendments which it contained provided that the term "rural post roads" as used in the earlier act was to be construed to mean "any public road a portion of which is now used or can be used, or forms a connecting link not to exceed ten miles in length of any road or roads now or hereafter used in the transportation of the United States mails." The law also changed a limitation to the effect that the government expenditure could not be in excess of \$10,000 per mile (exclusive of bridges of more than 20 feet clear span) by raising the maximum to \$20,000 per mile. This postoffice appropriation bill carried an additional appropriation of \$200,000,000 for the construction of federal aid roads and \$9,000,000 additional for the construction and maintenance of roads and trails in the national forests.

All of these federal funds may be expended only for construction and must not exceed 50 per cent of the value of the roads. In other words the states either directly or through county or other government units, are required to bear something more than half of the total cost of their road improvement.

Under the law the secretary of agriculture is charged with the administration of the federal aid act. He has assigned the details of administration to the chief of the bureau of public roads, a branch of the department which is considered to be in closer touch with the highway situation and requirements of the country as a whole than any other agency in the United States.

States Must Initiate Projects

The federal aid act requires that road projects for federal aid be initiated by the states. As a first step a statement is forwarded to the district engineer of the bureau of public roads, announcing in effect that the state proposes to build a piece of road of a certain type and length in a certain location. This notice, known as a "project statement," is accompanied by an estimate of cost. The project statement is examined by the district engineer to determine whether the project complies with the federal aid road act. If his decision is favorable he forwards the

statement to the Washington office with his recommendation. There it is examined by the chief engineer and his assistants, and if the latter concurs in the recommendation of the district engineer the project is placed before the secretary of agriculture for his approval. Until the secretary has acted, no further action is taken by the state. Over half of the projects handled are passed by district officers in an average of five days—an illustration of the manner in which work can be expedited even where a large organization and complex procedure are involved.

Up to June 30, 1920, 2,985 projects involving a total of 29,319 miles of road had been approved by the secretary of agriculture. The preliminary estimate of the cost of these projects is approximately \$384,900,000, of which approximately \$163,841,000 will be approved as federal aid. On the same date 2,116 projects representing approximately 15,944 miles had either been completed or were under construction. The estimated total cost of these projects in various stages of construction and completed, is \$200,000,000. The total cost of federal aid work approved by the secretary in the nineteen months subsequent to the signing of the armistice, and prior to July 1, 1920, which is approximately \$330,000,000, exceeded by \$63,000,000 the cost of all roads and bridge work done by states and counties in this country in 1915. The value of the work completed during that period amounted to \$60,000,000, a rate of construction equalling that of the Panama Canal.

—Read Article Page 12—

BIG GAIN TO STATE FROM AUTO TOURISTS

California's good roads system and ideal motoring conditions will reap a motor tourist crop estimated by the California State Automobile Association to be worth in excess of \$74,000,000. The State Motor Vehicle Department recently issued a statement to the effect that during the first six months of this year 62,000 non-residents' license permits were issued. At this time Superintendent Chenu estimated the total number for the year would be double this figure, or 124,000 motor cars from other States touring in California in the twelve months.

Striking an average of four persons a car, according to Secretary Manager, D. E. Watkins of the association, this would mean that in the course of this year alone 469,000 people from other states would tour California. Estimating that each motoring party will remain in the state an average of one month (many of them remaining half of the year), an average minimum expenditure of \$5.00 per day, or a total of \$150.00 per person for the one month's visit, it will be seen that visiting motor tourists during 1920 will expend a total of \$74,000,000 or an average of \$6,200,000 per month. It should be born in mind, according to Secretary Watkins, that the above statements take into account only those persons who drive their cars here from other states. There are several thousand other motorists who come to California by train and buy new cars here which they register under a California license. These visitors are not included.

"The expenditure of such a large sum annually, distributed generally in all

parts of the state and among all branches of business," said Watkins yesterday, "means that there is not a man, woman, or child in California but benefits directly by this great outpouring of funds from other States into California.

"Not only the automobile trades are favorably affected, but all lines of business, perhaps none more than the farmer through the increased value of his lands brought about by the heavy purchases and investments made by people from other states."—San Francisco Examiner.

—Read Article Page 12—

NATCHITOCHES THIRD LARGER

Natchitoches, Louisiana. — Secretary J. H. Keyser of the Chamber of Commerce is in receipt of a telegram from Washington, D. C., giving the official census figures for the city of Natchitoches as 3,388, an increase of 856, or 33 8-10 per cent. Figures for Natchitoches parish will not be available until the latter part of the week.—Shreveport Times.

Natchitoches (Nac-i-toch) is a good example of what a Modern Highway like the Jefferson can do for a town.

This little city was old a hundred years ago and at that time was widely known as a center of wealth, culture and enterprise, by reason of its location on the Red River. But as the railroad transportation era advanced and river transportation went into an eclipse, Natchitoches found itself in an eddy of the rushing affairs of the close of the last century. Even the Red River deserted it and went another way leaving it some miles to the south of the new channel.

When the Texas and Pacific railroad was built Natchitoches was left many miles to the north.

But these staggering events did not kill enterprise in the little city. A branch railroad was secured which enabled it to hang onto the fringe of development, preserving its civic life and retaining its local importance.

In the middle of the last decade the Jefferson Highway was projected through Louisiana and Natchitoches recognized that opportunity was looking once more in her direction. A successful effort was made to locate the great Highway through the city.

Five years have elapsed since that epochal achievement and the opening of the third decade of the Twentieth Century finds the currents of events once more flowing strongly toward Natchitoches.

The Texas and Pacific railroad has made the branch road its main line, running its New Orleans-Shreveport trains through Natchitoches.

The fifth year of the possession of the Jefferson Highway franchise and the energizing influence it brought, is celebrated by the news from Washington that one-third has been added to the population of Natchitoches.

Even the desertion of the Red River has been turned into an asset. The old bed of the river has been drained to make it into a lake some fifty miles long, so that the Jefferson Highway tourist may be induced to tarry a little longer, to fish and listen enraptured to stories of events that occurred when the Spanish and French flags floated over the territory.

OKLAHOMA STATE MEETING

Splendid Progress Reported From Many Points

—Read Article Page 12—Read Article Page 12—Read Article Page 12—



The New Canadian River Bridge

THE first regular Jefferson Highway Meeting for the state of Oklahoma, under the re-organization plans, was called to order at the Busby Hotel in McAlester, August 26th at ten o'clock A. M.

After a brief statement by J. D. Clarkson, the General Manager, Mr. W. F. Dodd of Caddo was named as temporary chairman and Cecil Moore of Muskogee as temporary secretary. Later the temporary officers were made permanent.

A registration of those present was ordered and the result showed thirty-one delegates were present representing eight counties in Oklahoma through which the Jefferson Highway passes, Ottawa County being the only one not sending delegates. Delegates present were as follows:

R. E. DeLozier, Adair; A. A. Aldrich, Colbert; Clay Robbins, Choteau; W. F. Dodd, Caddo; M. L. Metcalfe, Eufaula; W. F. Moffatt, Muskogee; C. L. Samuel, Pryor; A. J. Schulth, Welch; E. L. Eckelkamp, Eufaula; Cecil Moore, Muskogee; R. E. Lang, Atoka; Clark Nichols, Eufaula; J. A. Searco, Atoka; A. Boiles, Crowder; R. B. Bufoed, Eufaula; Chas. E. McPherson, Durant; E. T. Johnson, Atoka; E. F. Saltsman, Eufaula; J. D. Jones, McAlester; T. J. Young, Eufaula; J. T. Russell, McAlester; W. L. Rambo, Durant; G. J. Fuller, Eufaula; Sam'l Morley, McAlester; J. D. Boucher, Canadian; J. D. Hurt, Eufaula; Geo. W. Montcrief, Canadian; Green Thompson, Durant; P. J. Pitts, Savanna; Benj. Martin, Muskogee; S. V. Haman, Eufaula.

In the call for the convention an invitation had been included for County Commissioners and members of the Oklahoma legislature. In response to this invitation the following were present:

State Senator McPheren of Atoka County, State Senator Hill of Pittsburg County, County Commissioners, J. B. Cobb of Wagoner County, J. P. Connors of Pittsburg, Cecil Moore of Muskogee, R. E. Lang of Atoka County, C. H. Hess of Pittsburg and W. T. Cole of Muskogee County. These gentlemen, who represented the official end of the road building project took an active interest and participation in the proceedings.

A roll call of counties was then ordered to secure information of road conditions and status of bond and tax conditions, both present and future looking to the completion of the road.

Senator McPheren responded for Bryan County, telling about a bond issue having been voted for that county and the progress toward actual road building.

He also stated that while in the state senate he expected to do all he could to help solve the road problem for Atoka County in co-operation with the people of that county.

No bond issue had been provided in Atoka County but the commissioners had been making road improvements, especially in the way of new bridges, the changing of the road to the west side of the M. K. & T. tracks north of Caney and the concreting of some bad portions of the road in Boggy bottom.

Ottawa County having no representative present the General Manager reported that considerable improvement had been made in the Highway south and west of Miami, between Miami and Commerce, from Pitcher to the state line and that the reflooring of the bridge—a very much needed improvement was even then in progress.

For Craig County A. J. Schneth reported no bond issue, but that the road was fairly well graded and drained and

kept dragged to most of its extent and that a movement was on foot to get a bond issue for the construction of a gravel road.

In Mays County C. L. Samuel said the situation was much the same as in Craig County. There was considerable sentiment in favor of hard surfacing with plenty of local material for that purpose. He had just returned from a trip to Minnesota over the Jefferson Highway. On this trip he had found much better and wider roads than in Mays County and advocated, as the first step in improvement in his county, the widening of the right-of-way and road grade.

He reported having had a wonderful experience on his trip which he said "Gave him the first real conception of what a great enterprise the Jefferson Highway was, especially where they had given more attention to keeping the road in proper shape." He said that "On my way north I passed so many cars coming the other way that I thought every one was returning and no one would be left in Minnesota when I arrived and on the return trip so many cars were going north I thought everybody had made up their minds to go back again."

In closing he asked for help from adjoining counties on the Jefferson for help to create a majority sentiment in Mayes County, for a bond issue to build a hard surface road like some of those he traveled over on his trip.

This request brought the suggestion from W. F. Moffatt of Muskogee County that it would be a good thing to have an inter-county committee of one from each county whose function it would be to promote inter-county co-operation of this kind and along other lines.

The Inter-County committee was ordered and appointed by the chair as fol-

lows: W. F. Moffatt, Muskogee, chairman; Nat. Wright of Miami, John Wise of Vinita, R. E. DeLozier of Adair, Fred Russell of McAlester, R. E. Lang of Atoka, Green Thompson of Durant, I. J. Fuller of Eufaula and J. B. Cobb of Wagoner. These nine men, with six others in their respective counties, were to function as the local county committees to have charge of the local affairs of the Jefferson Highway in each county.

The report for Wagoner County was made by J. B. Cobb who said some progress was being made in road building, especially in the south part of the county joining the work done by Muskogee County between the Arkansas and Verdegris Rivers. A gravel road had been built and the steel was now on the ground for the bridge over the latter river. Nothing special had been done in the north part of the county.

Benj. Martin of Muskogee County said the Jefferson Highway was mostly built in his county and would be completed this year entirely through the county. He reported a \$400,000.00 bond issue for other roads and bridges including a bridge for the Jefferson Highway across the Arkansas river. Muskogee County will be the first to complete the road and bridges for the Jefferson Highway and is proud of all of them.

Clark Nichols of McIntosh County made quite an extensive, romantic and interesting report on the history of the road and bridges for the Jefferson Highway in that county. He said that private funds had been secured to build a splendid bridge across the Canadian River between McIntosh and Pittsburg Counties at a cost of over \$150,000, and the bridge was now in use supplying facilities for a traffic of approximately one hundred cars a day. McIntosh County has voted bonds to build the road.

Pittsburg County was reported by J. D. Jones. Much of the grading of the road through that county had been done by convict labor and some of it surfaced with burnt shale. This, however, left much to be desired, especially south of the new Canadian River bridge.

Mr. Clarkson then took the floor and said he was there representing the interests and views of the other six states on the Jefferson Highway which were investing large sums of money, much time and effort in this co-operative effort and stated that it was only a matter of justice and equity to these people that the problem of the location and construction of the road south of the river be immediately solved—that no further time should be taken up in futile discussion of which of two or three locations was the place to build it—that some location should be selected and the road built—to remove the barrier to traffic, south of the bridge, that was almost as bad as the river itself before the bridge was built.

He called attention to the fact that although the bridge had been open to traffic but a few weeks, with little advertisement of the fact, already the travel over the bridge, in spite of the horrible condition of the road south of it, had tripped over what had used the ferry.

He said that further delay in improv-

ing the road not only deprived other co-operating localities of legitimate returns on their investments in the Jefferson Highway but also deprived Canadian, Crowder and McAlester of the advantages which would come to them from another tripling of traffic over the bridge and road which quite reasonably could be expected as soon as these better facilities were offered the public.

He also called the attention of the representatives of the other counties in Oklahoma to the fact that now that some of the citizens of McIntosh and Pittsburg counties had provided private funds to the extent of over \$150,000 to build the bridge across the Canadian River, for the use of the Jefferson Highway they in turn were in honor bound to proceed with equal enterprise and persistence to improve the roads in their several counties.

Senator Hill of McAlester and Commissioner Hess of Pittsburg County then made some explanations in regard to the road south of the bridge and assured those present that immediate steps would be taken looking to the removal of this barrier to the very profitable traffic that could come to the territory south of the river.

A committee consisting of Green Thompson of Durant, Clark Nichols of Eufaula and E. T. Johnson of Atoka, which had been appointed earlier in the day to nominate the four state directors intimated it was ready to report, which it did as follows: W. F. Dodd of Caddo, vice-president; J. D. Jones of McAlester, R. L. Simpson of Eufaula and C. L. Samuel of Pryor.

The chairman asked if there were other nominations. There being none the above named were declared the state and international directors for the coming year.

After a general discussion on various items of interest the convention adjourned after accepting an invitation to a banquet that evening tendered by the Chamber of Commerce of McAlester.

Immediately after adjournment the new state board met and appointed W. F. Moffatt of Muskogee State Secretary.

In the evening commencing at 6:30 the visitors were entertained at a banquet of a hundred covers at the Busby Hotel by the local Chamber of Commerce which was very much appreciated by the delegates and visiting commissioners.

The speech making which followed served to knit closer into a firmer fabric the community interests of the nine counties on the Jefferson Highway in Oklahoma.

The proceedings were so timed as to allow all the delegates to leave for home that night feeling that a very profitable day had been spent in Jefferson Highway interest.

—Read Article Page 12—

MARKS, WEEDS & LAW

Lamoni, Iowa, July 30, 1920.

Dear Mr. Clarkson:

On a short motor trip last week in going over strange roads we found so many corners where the weeds hid the J. H. markings. In some places the markings were only two or three feet from the ground. Wouldn't it be possible

to paint them higher? This was between Kansas City and Bethany on the Cameron detour.

Respectfully,
(Signed) MRS. BESSIE B. MINOR.

August 9, 1920.

Mrs. Bessie B. Minor,
Lamoni, Iowa.

Dear Madam:

Was pleased to get your letter about the markings on the Cameron branch of the Jefferson Highway, but disappointed at the condition you report.

We had that road marked last year at a heavy expense and our reports were that it was well done. How general was the condition that you complain of? Of course, when our marks are put on a pole and the pole is re-set, it will bring the mark too close to the ground. In re-marking the road last year, we abandoned a lot of the old marks, as they were very irregularly put on—possibly it was some of those old marks you refer to. Can you locate where this condition existed? If so, we will send an inspector to look into it.

Of course, we cannot control the growth of weeds and brush nor, in many cases, put the marks above the limit of their growth, or they would be too high to be seen at night. What was the condition of the road?

Sincerely yours,

J. D. CLARKSON,
General Manager.

Lamoni, Iowa, August 11, 1920.

Dear Mr. Clarkson:

In answer to your letter of August 9, will say that we found the markings poor between Cameron and Bethany, although I cannot be any more definite than that. They were the only marks we saw and possibly they were old ones. Is there not a state highway commission in Missouri that has to keep the weeds cut? In some places the marks were no more than two feet from the ground.

We found the road almost impassible from Cameron to Kansas City, making it necessary to detour to Excelsior Springs and Liberty. The road will be excellent this fall, but a combination of new worked roads and rain does not make for a tourist's happiness. We lost the J. H. coming out of Cameron north and by going back could not find the turn. The new marks of R and L for the turns is a great help.

Sincerely,

(Signed) MRS. BESSIE B. MINOR.

(Editorial Note: We would like to be able to pass the buck to the Missouri Highway Department on the subject of keeping the roadside free from weeds and brush, but we are unable to do so.

(We are under the impression that there is a law in Missouri requiring that the weeds and brush on the roadsides must be kept mowed and cut, but if so it is the property owners' duty to do it.

(Ever since the days of Sinai the world has been laboring under the delusion that all that is necessary to correct an evil is to pass a law on the subject.

(In the same category you suggest comes the law requiring the trimming of hedge fences, but it required years to create a public sentiment that forced even a partial enforcement of this law.

A QUESTION AND ITS ANSWER

A Section of the Iowa Road Laws Explained

—Read Article Page 12—Read Article Page 12—Read Article Page 12—

Iowa Falls, Iowa, August 4, 1920.
Modern Highway,
St. Joseph, Mo.

In the August number of the Modern Highway, I note the summary of Iowa Road Laws. May I ask a question?

Suppose a county like mine, for example, voted down the hard road question, will such a county lose a part of the Auto Tax on this account?

This question I have never been able to get answered. During our campaign it was stated and denied that such would be the case. Was stated that a county voting no, that their part of auto tax would be given to counties voting yes. I worked, voted and almost swore for hard roads, and lost.

Thanking you very much for any information.

Yours truly,
(Signed) C. M. WRAY.

Jefferson Highway Association,
St. Joseph, Mo.

Gentlemen:

Your letter of the 10th in re the Road Laws of Iowa which you reproduced in your Modern Highway Magazine, is at hand. We are pleased to learn that the article has been of value, as we took a great deal of pains to get it together for the purposes of information. It is claimed by some that we have made the law clearer and plainer than any other publication. However that may be, we have endeavored at all times to answer questions in as plain a manner as possible from the information we have been able to dig out and we believe our interpretation is accepted as correct by all men posted on Iowa road law. There have been no test cases carried to the courts yet and it is possible and probable that technicalities may occur in some counties which will require court interpretation, but in general the law is quite plain and explicit when gone into carefully.

Regarding your inquiry from Iowa Falls (Hardin County):

"Suppose a county like mine, for example, voted down the hard road question, will such a county lose a part of the auto tax on this account?"

ANSWER

The voting on the hard road proposition was simply a matter local to Hardin county, to determine whether or not they wished paved roads. Certain roads in Hardin county are a part of the Iowa primary system, designated first by the board of county supervisors and engineer and approved by the 37th general assembly. These roads are now what might be called state roads (since July 1, 1920) and are to be graded, drained and maintained by primary funds (state funds). This primary fund is the total

of the auto taxes from ALL counties of the state. Hardin county has (or will be) apportioned by state officials a certain sum for use on primary roads. This sum may be and possibly is larger than the total sum paid by Hardin county automobile owners. That is because cities (Iowa towns of over 2000 are cities) get no part of the auto tax money for use on streets within the incorporation. The vast number of auto owners within the cities pay their taxes just the same and the money thus raised goes to the primary roads in the country and the towns under 2000 population.

Now Hardin county is credited with a certain sum for use on her primary roads. If the sum is not all used this year (and it cannot be unless the State Highway Commission approves legitimate projects in the way of road building or improvement) it will be in the state fund for use next year, or years following. Provided, that before July 1, 1920, the county supervisors of Hardin county applied for a share of the primary fund and proposed certain improvements in the way of grading, draining and maintenance and had the proposals approved by the State Highway Commission.

(Your interrogator can ascertain that by inquiry of the county engineer, any member of the board or the county auditor).

The only way we know of that any county could lose its share of the primary fund would be to neglect to ask for it or propose any improvement, in which case the apportioned share for that county might be divided pro rata among counties that had complied with the requirements.

However, the fact that Hardin county had a certain sum of money set aside for them this year **does not mean that the supervisors can get it all at once for the mere asking.** Their request must be approved by the State Highway Commission and the United States Office of Public Roads, who first decide if the money is to be wisely spent. It is possible that they might decide to allow Hardin county no money for graveling the primary roads, but they will allow money for grading, draining and maintenance. If they decide that Hardin county roads will not stand up under gravel (and that the money used for graveling would therefore be wasted) it is possible that Hardin county will not get ALL the money due her until the voters vote to pave. Note the "possible."

If all auto owners would only remember that their taxes go into a STATE fund now and that it is state money instead of COUNTY money, much of the confusion would be lacking. The county

has no control over the auto taxes after they are collected, but as stated above, can get back (in many cases) more than paid in by meeting certain requirements through the board of supervisors.

Perhaps another way to simplify it would be to say that the primary roads are state roads, controlled by the state (and federal government) and that county and township roads are controlled by the county.

Pardon this long communication. Many of these technical questions cannot be fairly answered by yes or no on account of their nature, and a better fundamental understanding is needed many times.

If this has not been made plain, I shall be glad to try it again.

Yours truly,
E. K. PITMAN,
Editor The Northwood Anchor,
Northwood, Iowa.

—Read Article Page 12—

AUTO TOURIST AVOIDS MISSOURI

Dr. E. E. Violette of the Violette Travel bureau returned to Kansas City Saturday after a motor car tour of 7,000 miles through Northern, Middle West and New England states. To the question—how do Missouri roads compare with the roads of other states?—Dr. Violette gave this abstract but convincing answer:

"As I started to leave St. Louis to finish my tour toward Kansas City, the secretary of the automobile club there told me that I was courting disaster as the culmination of what had been a very successful trip. When I struck the first stretch of country road out of St. Louis I saw ahead of me seven cars stuck in the mud. I returned to St. Louis, shipped my car and finished the home stretch of my tour by rail."

Dr. Violette did not travel over Missouri roads, but he carries with him the firm resolve to vote for the \$60,000,000 road bond amendment this fall.

Only in Michigan did Dr. Violette find any roads that he believed might compare with the Missouri stretches of mud wallows.

"We found a few bad stretches in Michigan," he said, "But from Detroit into New York we could close our eyes and picture ourselves rolling along one of Kansas City's boulevards. Our tour took us on nearly every highway in the New England states and we branched off into Canada. All bad places in the roads were supplemented with detours, and I feel ashamed to say that any of these detours were better than the main highways of Missouri."

Unless the voters of Missouri take advantage of the opportunity to put over the road bond issue this fall, Dr. Violette believes that the prosperous condition of the state will suffer.

THE MODERN HIGHWAY

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Editor

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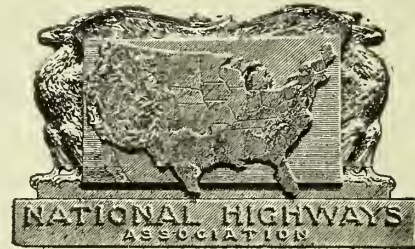
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Volume V

OCTOBER, 1920

Number 9



Both Political Parties Endorse Good Roads

When the platform makers of a great political party write the various planks of the document which is to assert their party's views on leading questions of the day, they do so with fingers firmly placed upon the pulse, or what they believe to be the pulse, of public sentiment.

It seems that the public pulse must be beating steadily and strongly for good roads, for the sagacious political doctors of both great parties, one in convention in Chicago and the other in San Francisco, have announced themselves in no uncertain terms in favor of liberal federal appropriations for good roads purposes.

Thus, whether the verdict be Harding and Coolidge or Cox and Roosevelt, it is reasonably assured that the subject of GOOD ROADS will be given serious legislative and executive attention under the coming national administration.

—Read Article Page 12—

Small Change

County Judge—"Ten dollars."

Motorist—"Can you change a \$20 bill?"

Judge—"No, but I can change the fine. Twenty dollars."—Massachusetts Tech. Voo-Doo.

TIMELY TOPICS AND ITEMS OF INTEREST

Along the Jefferson Highway

—Read Article Page 12—Read Article Page 12—Read Article Page 12—

A DEPLORABLE CONDITION—WHY PERMITTED?

We are publishing the following just as it was received for the purpose of turning the spotlight on several points it suggests:

Little Falls, Minn., August 26, 1920.
Jefferson Highway Association,
St. Joseph, Mo.

Gentlemen:

In sending you my annual dues I would like to take occasion to say to you that the Jefferson Highway from Royalton to Little Falls and from Little Falls to Randall is in a terrible condition and we hear nothing but curses from people who travel over it. It is all right to use this money to maintain your organization but your roads in this locality are a disgrace and actions speak louder than words.

Yours very truly,

(Signed) E. J. RITCHIE,

Cashier American National Bank.

First—The writer of the above letter uses the wrong pronoun. He should have written "our" instead of "your," as he belongs to an organization in Morrison county (Little Falls) formed for the purpose of having oversight of this particular stretch of road and pledged to see that it is kept in the best possible condition for traffic.

Accepting the statements in the letter as facts, excepting the change of pronoun, it is a plea of guilty to neglect of duty on the part of the Morrison county organization that should be remedied without delay.

Second—The "curses" from the people who traveled over that road must have been long, loud and frequent if there was nothing heard of the jingle of the thousands of dollars these same people left in Little Falls as they went through, in greater numbers than ever before, and some of which must have found its way to the American National Bank in the regular course of business.

In this connection it may be well to note that the people who are reported to have done the "cursing" were potential and actual customers of Little Falls, Royalton and Randall. On the theory that a satisfied customer is the best possible advertisement, what may be inferred as to the reputation these people will give those three towns with the prospective customers they may meet between now and next year and what are the chances that this year's customers will return next year and other years to spend money freely in Morrison county traveling over a road that is described as a disgrace by a member of a community that is responsible for this condition?

The Jefferson Highway Association is not responsible to any one living in Morrison county for the deplorable condition of this stretch of road, except to the extent it was worn out by the passing of the thousands of people whom it induced to travel that way by its publicity cam-

paigns and its marks and signs, which guided them there.

This road was in bad condition last fall. The Association called attention to it and was told that all arrangements had been made to put it in good condition for 1920 pending the construction of part of the new road along the railroad track from Royalton to Little Falls. The Association accepted these promises in good faith.

—Read Article Page 12—

LOOKING FOR HOMES AND INVESTMENTS

Red Falls, Minn., Aug. 5, 1920.

Dear Mr. Clarkson:—

I am pleased to enclose check for \$5.00 in payment of annual dues to the J. H. association. The J. H. is bringing a great many people thru here who are looking over the land and country with a view of making it their future home.

You will be interested in knowing that the city has purchased 9½ acres of land just a block north and one block west of the court house for a park and camping grounds, the citizens turning out in a bunch and cleared out the underbrush and putting it into shape. This tract has about a quarter of mile of shore line on the Clearwater river, and is covered with elm, basswood, iron wood, ash, box elders, etc. On the J. H. at the foot of Main street a large sign has been put up, "Memorial Park One Block West. Camping Grounds."

This park has been in shape for use less than ten days and the sign has been up only a week. Last night there were four cars of people camping there, and every night since the sign was put up there has been one or more cars there.

With personal regards, I am,

Yours very truly,

V. M. HIGINBOTHAM.

—Read Article Page 12—

A TRIBUTE TO THE JEFFERSON HIGHWAY

J. W. Fabrick, who lives on the Jefferson Highway, 6¼ miles southwest of Park Rapids, Minn., was at headquarters August 10 and paid a glowing tribute to the Jefferson Highway. "The Jefferson has added \$20 per acre to the value of my farm," declared Mr. Fabrick. "I now can haul three times as much of a load to town and in half the time as before the Jefferson was located, and we now can travel it 99 days out of every 100. I am longing for the day when we will have it paved, but I do not overlook what already has been accomplished. Especially when I remember the day when I stuck right in front of my own farm with a team and buggy."—Pershing Way Magazine.

RED LAKES AND THE JEFFERSON HIGHWAY

Thief River Falls, Minn.,

Aug. 30, 1920.

Dear Mr. Clarkson:—

I enclose you herewith two checks for five dollars each, one my own, the other handed to me by Mr. John Oas.

We have missed you this summer but hope that before the snow comes you will be able to pay us a visit. Considerable road improvement is being made, but high costs and scarcity of labor curtails the work.

You will note by the enclosed newspaper clipping that we are trying to put the Red Lakes on the Jefferson, by the construction of a road from this point. It is not an exaggeration to say that no body of water in the nation offers better bathing, fishing or boating than this four hundred and forty (440) square miles of water.

DANIEL SHAW.

—Read Article Page 12—

A ROAD TO RED LAKE

One of the most widely attended and most enthusiastic gatherings held in the Red River valley for some time was the meeting called at Warren Tuesday evening by Mayor R. B. Taralseth for the purpose of considering the proposition of securing a road to Red Lake. The meeting was called with a view to forming an organization to push the matter of constructing the highway, and the movement was given a good impetus.

The matter of a good road to Red Lake is one of importance to the entire valley. Such a highway would open to the public Minnesota's great playground and make of it one of the most popular resorts in the state.—Thief River Falls Journal.

—Read Article Page 12—

LET CONTRACT FOR FEDERAL ROAD

Bismarck, N. D.—Contracts have been let for the construction of a federal aid road in Towner County, eighteen miles long from Arndt through Rock lake.

F. M. Turner, president of the North Dakota section of the National Parks Highways Association, ventured the prediction that within five years a 400 mile hard surfaced boulevard highway will be built across the state from Fargo to Beach.

AN INTER-COUNTY AND INTER-STATE RUN

Co-operation and Improvement

—Read Article Page 12—Read Article Page 12—Read Article Page 12—

CHAIRMAN SAM HUNT, one of the county dads in Red Lake county, accompanied by Mr. Henning, E. G. Buse, Mr. Healy and District Engineer Palmer called on business men at Gonvick, Clearbrook and Bagley last week to ascertain the reasons why the Jefferson Highway from Bagley to Red Lake Falls did not receive its quota of the traffic to which it was entitled. A delegation of business men from here accompanied the Red Lake Falls boys to Bagley where a joint business meeting was held, much to the benefit of all concerned. Vast improvements are being made on the Jefferson Highway between Bagley and Clearbrook, which has placed the condition of the J. H. between the two points on par with the average condition of the highway in the state. At present a crew is busy graveling the highway, while other sections are being prepared for heavy grading and surfacing. The Red Lake Falls boosters were more than pleased with the splendid condition of the J. H. between Red Lake Falls and Bagley.

Red Lake Falls, Aug. 31.—Traffic along the Jefferson Highway will no longer be diverted because of a bad stretch of road between Clearbrook and Bagley in Clearwater county, because the road is now in good condition and will be properly marked, according to a report made by a committee from the Red Lake County Automobile club, consisting of L. E. Healy, chairman of the good roads committee: E. G. Buse, George F. Hennings and S. E. Hunt, accompanied by County Engineer H. E. Palmer. This party went over the route between Red Lake Falls and Bagley Monday and Tuesday and held meetings with business men at Gonvick, Clearbrook and Bagley. The old markings between Clearbrook and Bagley had not been changed to the new road which has recently been constructed between these two towns and which is in fair condition. The new route was designated by General Manager J. D. Clarkson of the Jefferson Highway association last fall after considerable controversy between three factions of Clearwater county people, but it appears that the new road was never marked prior to this week.—Bemidji Pioneer.

—Read Article Page 12—

Red Lake Falls, Minn.,

Sept. 15, 1920.

Mr. J. D. Clarkson, General Manager,
St. Joseph, Mo.

My dear Mr. Clarkson:—

Came home last night from a few day's trip and found your letter of the 9th inst.

I was more than pleased to hear from you.

Yes, five of us, Mr. Hennings, Mr. Buse, Mr. Healy, Mr. Palmer, our engineer, and myself made the trip to Bagley two weeks ago. We had heard so many unfavorable reports about this part of the J. H. and had heard many stories of travel being diverted from the J. H. that we were curious to know the exact conditions. As we found it, a greater part of our troubles were caused by old markings on the J. H. between Bagley and Clearbrook. All of the travel from the north followed the markings on the old range line road which was about impassible in dry weather as well as in wet, as the road had been so cut up last spring that the ruts were so deep that the big cars could not clear. This was remedied the morning after we were there.

The J. H. as you located it last fall is in fair condition, although there has been no big grading jobs let on this part of the road. They are, however, grading down the worst places in the hills and graveling. In fact, they expect to gravel the whole stretch from Clearbrook to Bagley, and were working with several Ford trucks and a gravel loader when we were there, so that by this time they should have a considerable stretch gravelled. This is going to make a road that is passable at all times although not up to what you would like to have as regards width and a cut down of the hills. We understood that a lot of work was being done east of Bagley but we did not go over that as most of our troubles were on the road mentioned.

There has been a fine piece of work done through part of Polk County since you were here. From our county line to Trail they have a fine big, wide grade that will make a wonderful road after it is settled and the rocks gotten off. This is the best natural road material that I have seen anywhere around here. I came over it last night and it is sure a dandy except for the stones. The road east of Trail is staked and will be worked this fall.

Such trips as we made are, as you suggest, a fine thing. Nothing but good comes from them. There should be more.

Yours cordially,

(Signed)

SAM E. HUNT.

We are republishing the above items, also printing Mr. Hunt's letter for the two-fold purpose of spreading the glad news that the weakest link in the Minnesota division of the J. H. has been

improved and to note and commend the neighborly co-operation of the Red Lake county brethren.

If more of this inter-county visiting was done it would vastly speed up all the kinds of co-operation necessary to get the best results both in the construction of the road—its maintenance and the care of the highly profitable traffic now going over it.

In fact it looks as though Brother Sam Hunt and his bunch of Missionaries had started something.

We have had a run from St. Joseph, Mo., to Winnipeg, acquainting the people of the middle section with the road conditions and people of the north half of the J. H.

We have had a run from Winnipeg to New Orleans acquainting our northern neighbors with the people and road conditions of the entire highway. The untold benefits of these runs are the subject of much comment even yet.

We have had a sociability run from New Orleans to Winnipeg acquainting the whole highway with the people from the southern end, the value of which has not yet been computed.

The action of the Red Lake County contingent in getting into their car and actually visiting the point of difficulty instead of talking or writing at long range can be amplified to cover the entire highway with beneficial results which cannot be computed.

We therefore suggest and recommend that the next run of the Jefferson Highway be an Inter-County and Inter-State run in which every county organization is to take part in actually going over the road and visiting the people who are co-operating in the Jefferson Highway enterprise as far as can be done in a day going and a day returning.

The run to commence at the south end of the highway, the representatives of the various communities to be interwoven like the strand of a rope and like their interests in the highway are interwoven.

The enormous benefits to be derived from such a run can be grasped by every one. As to whether an attempt will be made to put it into effect will depend on what we hear from our various communities.

If you who are reading this would like to see some such run pulled off in 1921 write us about it. WRITE NOW, YOURSELF. DON'T DEPEND ON GEORGE DOING IT. HE HAS STRUCK.

If proper encouragement is given us we will propose a diagram and print it in the next issue of the Modern Highway, showing how it can be managed and be

CO-OPERATION COUPON

I am in favor of an Inter-County-Inter-State Run for 1921 and my community will co-operate to the necessary extent. Go to it and count us in.

Suggestions

.....

Signed

Town State.....

DISAPPROVAL COUPON

I am NOT in favor of an Inter-County-Inter-State Run in 1921 and my community will NOT co-operate.

Reasons

.....

.....

Signed

Town State.....

the biggest thing of the kind that has ever happened.

WRITE TODAY—THIS HOUR—THIS MINUTE. Thinking and talking about it will not do any good if you don't write.

If you can't do any more, cut one of the following coupons out of the magazine and mail it.

—Read Article Page 12—

SEE AMERICA NOW

An expedition of westerners has taken upon itself the task of laying out a national park-to-park highway passing thru seven states. Once a circuit is decided upon there will come immediate effort all along the line to improve the roads thru federal, state, and county co-operation at the earliest possible moment.

It is the belief of many Americans that numerous dollars spent abroad can be kept at home if the scenic attractions in the states west of the Mississippi river are connected up with real roads. With travelable arteries from one national park to another, thousands of citizens from states not blessed with nature's wonders will be attracted by a park-to-park highway available in wet as well as in dry weather, and linking up the eleven national playgrounds and recreation reservations of the country.

No undertaking promises more for the education and entertainment of the American people than a realization of the plans for the building of the national park-to-park highway system. Connecting spots of rare beauty, embracing variety in type and character, such a highway would prove attractive and edifying to the increasing legion of motor tourists, and must contribute to a better understanding and appreciation of the potential resources of the great west, and at the same time present a lesson of inspiration to those who love nature."

"It is no longer a matter of argument that good roads are essential to the economic growth of our country or that the money expended in improving our national highways is a most profitable investment. A peculiar value, however, attaches to the park-to-park highway plan. Our national parks are among the most wonderful and beautiful scenic spots of the world, but hitherto they have been too little known to the people of our country, and, indeed, to the people of the west."

—Read Article Page 12—

CLAY TO PATROL ROADS

Maintenance as Well as Construction Planned by County.

Clay County not only is building permanent roads, but it also is going to have a patrol to keep them up.

Col. E. M. Stayton, formerly in charge

of Clay County's road building, brought the patrol idea back with him from France, where he commanded the 110th engineers.

"At first a crew of three or four men, employed all the time, will be sufficient to inspect the roads and make immediate repairs as soon as there is a suggestion of a hole," Colonel Stayton said today.

"My plans for construction and maintenance, which are being carried out by Earl Denny, county surveyor, contemplate providing the crew with a Ford truck and a few simple tools, including an asphalt melting pot. The party will be on the roads every day, driving until it finds a place that needs patching. In addition, the men will keep the weeds cut and the ditches open."

Clay County voted 1¼ million dollars for roads four years ago. Litigation tied up the money for a time, but this year work began on a program outlined for four or five years. By December 1 the grading and bridging of sixty-five miles will have been completed.

Next year hard surface will be laid on forty-five miles—twenty-three miles from Kansas City to Excelsior Springs, and twenty-two miles on the Jefferson Highway from Kansas City north to the county line.—Kansas City Star.

—Read Article Page 12—

GOOD ROADS ARE EVERYBODY'S BUSINESS

It is estimated that the proposed \$60,000,000 road bond issue for Missouri, to be voted on in November, will build 6,000 miles of hard surfaced roads in the state. These will be main trunk lines, with which county roads to be constructed later will articulate. No doubt the state system will be so laid out as to accommodate the largest possible number of road users, but as a matter of campaign expediency, maps should be prepared, showing where it is proposed to construct them. As has been shown in local road bond elections in the last ten years, a very large proportion of Missouri voters refuse to "buy a pig in a poke" by voting for a proposition which contains an element of chance. They want to know exactly what they're going to get.

It's not going to be an easy matter to carry this proposition. It comes up in the form of an amendment to the state constitution. In recent years fifty-four amendments have been submitted to the people, and of this number only two carried. This is a formidable percentage to face; and yet with proper organization and persistent hammering, the handicap can be overcome.

Everyone can help—and the work can begin now. Up to date some fourteen organizations have indorsed the bond issue. Others should follow suit. Any man or woman who is a member of any religious, fraternal, industrial, agricultural, educational or social organization can bring the matter up at the next meeting, and have it discussed, with a view to indorsement. No one of course is opposed to good roads nowadays, but some will

be found who are opposed to going at it in just this way. Discussion will convince those sincerely wishing to be convinced; and it will speed up enthusiasm and stimulate the energy of everybody in his efforts to "pull Missouri out of the mud." Let's put all the cards on the table, and go to it.

—Read Article Page 12—

HARD-SURFACED ROADS HELP TOWNS TO COMPETE WITH CITY

The town of Independence, county seat of Jackson County, Mo., has a daily exhibition of the value of hard-surfaced roads. Kansas City being a much larger town than Independence, it is quite natural for the people of Jackson County to go there to trade, other things being equal. But Independence does not mean to let Kansas City "hog" the trade of the rural districts if she can prevent it, and she is succeeding very well in her effort to prevent it. Jackson County having hard-surfaced roads in almost every section, Independence people take advantage of these roads as a means to enable them to compete with Kansas City merchants. A regular motor-bus line has been established from the county limits to Independence from every direction. They make two trips daily, do these motor busses, and, I am informed, always come loaded to the guards. The fare over the entire distance is but 50 cents. Nearby towns enjoy a much lower rate. The busses stop whenever desired to take on passengers, so that farmers living along the route can visit the county seat any day of the year without using their own conveyances. The busses have been popular from the start, but their business has grown constantly, so that now they are very prosperous. They are owned by private individuals, who make a good profit on their investment. Of course, it would be impossible to operate these cars over dirt roads. They might get into town with their load of passengers some bright morning and have a heavy rain make the return trip, even with chains, impossible. They could not be depended upon and a passenger-traffic business must be dependable if it is to be successful. In short, the service afforded the rural communities by Independence is only possible by reason of hard-surfaced roads. In time we shall learn, even in Missouri, that hard-surfaced country roads soon pay for themselves in dollars and cents, to say nothing of the joy coming from their use.

—Read Article Page 12—

PICTURIZING PIKE'S PEAK

The beauties of the Pikes Peak region will be set forth forcefully in a strip of film that will be shown in the leading theatres of the United States within a short time. The film was made Sunday for the Nusole company of this city, by the Hoefler-Shuler Photo company, of Denver, and under the supervision of Edgar W. Peak, general sales-manager of the concern. Views were made in the business section of the city, the Garden of the Gods, Cave of the Winds, up the Cog road to the summit of Pikes Peak, at the Broadmoor hotel, along the Pikes Peak Auto Highway and other interesting points in the region.—Colo. Springs Telegraph.

McALESTER, OKLA., HAS FINE TOURIST CAMP

A Splendidly Equipped Stopping Place for Travellers

—Read Article Page 12—Read Article Page 12—Read Article Page 12—

McAlester, Okla., Aug. 27, 1920.
Modern Highway,
Saint Joseph, Missouri.
Dear Sirs:

We have just finished establishing and marking a tourist camp site in the city of McAlester. Perhaps the detailed information given in the enclosed will be of some interest to you or others.

Yours very truly,

S. G. BRYAN.

McAlester has had an embryo camp for some months, but it was never given very serious consideration. Some days ago the matter of a tourist camp was mentioned at a meeting of the Chamber of Commerce and Agriculture.

The Committee in charge of locating and equipping the camp selected a block of ground in the heart of McAlester, which is owned by the City School District. This block consists of eight lots and measures three hundred feet north and south by three hundred fifty feet east and west. About half of the block is entirely open and level and smooth enough to be traveled over. The other half is well cleared out, with large shade trees remaining.

Separate non-freeze toilet houses have been provided. A city water line has been run into the park under the shade trees, and a platform of concrete has been placed under the hydrant. Two large tables have been placed beneath the shade trees, and eight benches to match the tables have also been provided. A large metal trash box has been placed at a convenient point. All the tables, benches and the trash box have been given a thorough painting.

For the Jefferson Highway four large signs have been made with the wording as follows:

WELCOME TO TOURIST CAMP
IN THE HEART OF McALESTER
WATER AND SEWER
"FREE CAMP"
FOLLOW J. H. MARKING

One of these signs has been placed about ten miles south of the city limits, another at the south city limits, another at the north city limits, and the fourth about ten miles north of the city. The tourist camp is located several blocks from the Jefferson Highway. Where the street which leads from the Highway to the camp, which is a good street and paved most of the way, signs have been placed so as to catch the travelers from both directions.

On the highway north and south from this intersection poles are to be marked with the regular free camp detour marks of the Jefferson Highway.

At the entrance to the camp a large sign which can be seen and read for several blocks has been erected high, with the wording,

TOURIST
FREE—CAMP—FREE

The camp is under the care and control of the city of McAlester. Signs have been erected in it with the wording,

CITY PARK
CITY MANAGER AT CITY HALL

The idea of these signs is that if anyone wants any information as to the camp, how long they can stay, or anything else, or any situations arise where there is doubt as to something, they can see the City Manager about it.

The School Board of the City of McAlester has given the city the use of this park for a tourist camp. The City of McAlester, through its manager, improved the grounds and streets adjoining and assisted in running the sewer and water line into the park. All of the equipment of the park, signs, etc., which it was necessary to pay for, were paid from funds contributed by the business and professional men of the City of McAlester. The details of equipping the park, getting it ready for use quickly, and the placing of signs, were handled by the committee from the Chamber of Commerce and Agriculture, which consisted of business men who took considerable time from their business without compensation.

Some of the parties like the camp so well that they are stopping over several days at a time.

—Read Article Page 12—

A BOON FOR MINNESOTA

Excellent good roads doctrine was preached at the conference of county commissioners and auditors during their two-day session in Minneapolis and St. Paul. More particularly, excellent reasons were set down in the resolutions adopted for the voters of Minnesota to think about when they come to cast their ballots in November on the question of Amendment No. 1, embracing the Babcock plan for a state trunk system of permanent highways, or hard roads. With a few dissenting votes the several hundred men at the conference warmly indorsed the amendment, both as to its form and its great purpose.

City and rural residents are well aware of the inability of the steam roads of the country to meet adequately the demands of traffic. They are advised of a tremendous shortage in cars—a shortage that can be made up only after years of intensive effort. They know that in those years traffic demands will grow to still greater proportions, and they are thus up against the reasonable conclusion that motor traffic for freight purposes on the highways of the country inevitably will expand rapidly to meet a deficiency that cannot otherwise be overcome.

Already this traffic is heavy, as pointed out in the resolutions adopted at the conference here. It is causing such heavy expenditure for maintenance of present poor arterial highways that a very large portion of all the funds which the counties receive from the state and from their own communities is absorbed by these roads, leaving counties and townships with a wholly insufficient fund with which to improve and maintain strictly county and township roads.

The only remedy, in the judgment of the conferees, is to create such a new source of revenue for road-building as is

found in the Babcock plan, thereby releasing all the present state aid, and county and township funds, for the construction and upkeep of lateral roads in the several counties. The new source proposed in the Babcock plan is a special tax of graduated character to be imposed on motor vehicles. It is the studied judgment of the author of the Babcock plan that this tax, together with federal government aid, will defray the whole expense of the building of the proposed 7,000-mile trunk system of hard roads. It is a tax that will fall on city owners of motor vehicles more heavily than upon their rural brothers, proportioned to their use of the roads; but city residents, we believe, will consider the tax so used as an excellent investment for the state, for the counties and hence for their own best interests.

Minnesotans who have gone into other states on business or pleasure find that this project for good roads has excited the unstinted admiration, not to say the kindly jealousy, of people in those states. Amendment No. 1 already has been of incalculable advertising value elsewhere to Minnesota. It will be worth untold millions to the state, if adopted next November, as evidence to the country and the world that Minnesota is in the very front rank of progressive states; that it has the will and spirit to tackle big things, and that it has the vision to understand that there is no greater single asset for any commonwealth than a system of good, hard, all-the-year roads.—
Minneapolis Tribune.

—Read Article Page 12—

Reward

A liberal reward will be paid for information leading to the arrest of a party whom when last heard of called himself

A. Altswager

Probably going under a different name now.

This party has represented himself as a solicitor of subscriptions for the Modern Highway and has sold and collected subscriptions therefor. Last heard from at Mason City, Iowa, September 16th.

He is tall, slender and rather untidy in appearance, weighs about 140 pounds. Brown hair and eyes. Will probably be found soliciting advertising or selling subscriptions to some magazine or selling rural route books of some sort.

Telegraph or write any information to

The Modern Highway
ST. JOSEPH, MO.

A THREE A LETTER AND ITS REPLY

—Read Article Page 12—Read Article Page 12—Read Article Page 12—

Washington, D. C., Aug. 10, 1920.

My Dear Clarkson:

I have read with a great deal of interest in your publication your comment on the hearings in Washington before the Senate Committee on Post Offices and Post Roads.

Naturally, I am calling to your attention the testimony of Messrs. Eldridge and Diehl of the A. A. A., and would also refer you to State Highway Commissioner Sadler of Pennsylvania.

It is not difficult for you and me to appreciate the temptation of state highway departments to yearn for substantial quantities of continued Federal Aid, especially in states which have yet to accept a state obligation in the form of a

terstate plan, after the completion of which we can undoubtedly add to its mileage other roads which would have interstate significance. But we must make a real start, and this we are not doing in working under the present Federal Aid plan. Of course, it has resulted in some good. Every dollar spent on a highway, no matter from which source it comes, is of value in roads progress. But sooner or later it is going to be necessary—and that time has arrived—to classify the highways and justly apportion the proportionate expense among your sub-divisions of government. The hit-or-miss plan is fundamentally wrong and there is a growing realization of this fact.

One of your long experience in road matters can easily understand why certain states which have adopted state systems and obligated themselves for millions of dollars are going to oppose Federal appropriations on the basis that the National Government shall practically pay half the expense of building state systems containing thousands of miles of road.

We have discontinued presenting to our Missouri motoring brethren any argument against using the automobile tax for construction when it should be safeguarded for maintenance, as they tell us it is a case of Hobson's choice: using the tax for this purpose, or else not getting a state system. I am sorry if such is the case. Louisiana does not think that such a plan is necessary, nor does Virginia agree with any such undertaking; and these two states have characteristics similar to Missouri.

I am sorry that we did not have opportunity to have a good talk when you were in the city some weeks ago. At the moment our great concern is to convince our farming friends that the Townsend plan is correct and logical and truly economical. Perhaps the whole difficulty might be summed up in answering the question of "What is a farm-to-the-market road?" and "How can you build all the farm roads at once?" and "Isn't it better to construct the most used ones first, and are not these the trunk roads, and are not the most important of them interstate in character?"

With kind personal regards,

Very sincerely yours,

A. G. BATCHELDER.

Longview, Texas, Aug. 15, 1920.

Mr. A. G. Batchelder,

Washington, D. C.

Dear Mr. Batchelder:

I see nothing that tinges the future with pessimism in regard to the Federal Highway system. If it took so potent an influence as the Lord six days to create the earth before he rested on the seventh day, I see no reason for looking around yet for a place to sit down and rest in our endeavors to create a Federal Highway System for the Nation.

Then when we remember that some

four thousand years later, things had gone so much awry in the Lord's original plans, that a special representative of the highest origin and authority had to be sent to drive the money changers out of the Temple, and submit to crucifixion, before the world could commence on the real task for which it was created, I see no reason for impatience or discouragement because a few people are clamoring to be fed with a few loaves and fishes before they will listen to a plan to feed them on the Bread of Life.

Sincerely yours,

J. D. CLARKSON.

—Read Article Page 12—

IN LOUISIANA

Bunkie, Louisiana,

August 28th, 1920.

Mr. E. V. Hudspeth,

Rosa, La.

Dear Sir:

In spite of all the drawbacks, some progress is being made toward finishing the Jefferson Highway.

All of the data on the five miles between Bunkie and the St. Landry line has gone in to the department. We expect to have it approved and be ready to advertise for bids within thirty days, and this will dispose of one bad link.

The lower district of St. Landry, we understand, is under construction.

The people in Point Coupe below Melville are working up sentiment in favor of another bond issue, for the purpose of putting on the gravel from Melville to Maringouin.

St. Charles parish, the only unfinished section between Baton Rouge and New Orleans, has just voted another bond issue, so the east side of the river is getting ahead of us.

As soon as the bridges are put in the road will be connected up from Virginia Spur, below Bunkie, clear into Grant parish, and the question that presents itself to those who are interested in the completion of the highway is "What is the matter with the Morrow Station district?"

We understand that money for this work has been in the bank for months and months. It is not an especially difficult piece of construction such as that near Melville, and everybody is wondering why the work isn't begun.

The state and federal government has just so much money to allot and it will go to the community that gets out and hustles to get it. If your district continues inactive that money will go elsewhere.

If you know of any particular obstacle that is holding back this district and you think outside people can help you any let us hear from you at once.

Yours very truly,

LA. JEFFERSON HIGHWAY ASS'N.,

R. D. NIBERT.



A. G. Batchelder

bond issue or direct tax for the building of a state system.

You are quite correct in your comments on the lack of nationalism on the part of certain Eastern statesmen. But I am sure that you can see what an opening it leaves for them when certain Western states demand more Federal Aid and yet delay in placing upon the commonwealth itself its just proportion of the road building program.

It has always been necessary for every state which has adopted a comprehensive road building plan of intercounty highways to substitute a definite state system for a practically unlimited partnership between the state and the counties. It is going to be equally true that the National Government must as its first great obligation arrange for an in-

A MILITARY MAN'S VIEW

War Department, United States Engineer's Office

—Read Article Page 12—Read Article Page 12—Read Article Page 12—

New Orleans, La., Aug. 19, 1920.

Dear Mr. Clarkson:

1. In connection with our conversation of a few days ago, in regard to strategic highways and government participation in their construction, based on their military value, I desire to express my opinions as follows. Please understand that I am not considering this particular locality alone, as I have had occasion to face this situation in other localities as well as this one.

2. As a result of the world war, the people of the United States have at the present time a much better idea of military subjects than they had prior to that war. Nevertheless, there are certain fundamental features of all military operations that are worth repeating, even though they may appear elementary to some individuals.

3. During the world war, a division, which is the smallest military unit capable of operating by itself, comprised, in round numbers, 27,000 men. This unit was organized in such a way that it could be moved promptly from one locality to another, and in connection with such a move it was necessary to make provisions for housing, clothing, feeding, paying and working the entire personnel. Comparing an operation of this size with a movement of the entire population of a city of equivalent size and setting that population to work in a new locality will give you some idea of the problem involved. When we come to the problem of armies, the above figures must be multiplied by 15 or 20.

4. With the above in view, it will be readily appreciated that no army can exist where lines of communication, warehouses suitable for supply purposes, buildings suitable for housing purposes, etc., have not been provided in advance. When exceptions to this rule are encountered, the movement of the army is necessarily a very slow process, involving the construction of such facilities as the army advances or changes position.

5. Military operations on a large scale in connection with an attack upon the United States by a foreign power or our own defensive operations against such an attack will always center about some populous and well developed community. Such a community requires for its ordinary commercial and social life practically all the resources, conveniences and facilities that will later be required by the army in the case of military operations.

6. I note that several states of the Union have at the present time at least one automobile to every ten inhabitants. For the use of these automobiles in ordinary peace-time affairs, communications and roads are absolutely essential and must be constructed whether strategical conditions are or are not involved.

7. It is fortunate for civilization that wars are relatively transitory phenomena, and no particular community is on a

war basis for any considerable proportion of its time. The result of these conditions is that when a particular community is placed in a war status the military authorities must necessarily adapt their movements to conditions which have developed in time of peace. The attacking forces are particularly limited in this respect, as, in the very nature of the case, they have no opportunity to develop transportation routes in advance of their operations. With the attacking forces so limited, the defending forces are able to meet them on a parity, and ordinarily with an actual superiority of facilities.

8. In my opinion, the development of highways, even on the frontiers of the United States, will in the average case be justifiable 99 per cent on a commercial peace-time basis, and not more than one per cent on a strategical military basis. I feel that efforts to promote highways by arguments based on alleged strategical considerations are, in reality, arguments for no action, for, unless the community is sufficiently developed to absolutely require the roads in question, it will be lacking in the facilities that are essential to military operations on a large scale.

9. Napoleon's Maxims include a statement that the hardest frontiers to cross are the deserts, the next hardest are the mountains, and the least difficult of all are rivers. So far as military operations are concerned, a trackless waste, whether it be a swamp or a desert, is a nearly complete defense against an invading army.

Very truly yours,

E. J. DENT,

Major, Corps of Engineers.

—Read Article Page 12—

DUPLICATE THIS ON THE JEFFERSON NEXT YEAR

IN 25 DAYS, 2,510 MILES ON \$172

Mr. and Mrs. John A. Cowan Motored to Canada and Back

John A. Cowan, president of the Kansas City Conservatory of Music, and Mrs. Cowan believe they have broken all local records in economical motor trips. They traveled from here to Canada, making 2,510 miles in twenty-five days, at a total expense of \$172. Mrs. Cowan kept strict account of all expenses, and the \$172 covers the cost of gasoline, repairs to the car, new inner tubes and the food eaten on the journey. It even takes into account \$35 spent for board for one week at a camp. The books show an average of 20 11-12 miles to a gallon of gasoline.

Mr. Cowan admits the cost of food was a good deal reduced by the fact that he and his wife took their fishing wherever they found it, also their berry picking and that they were very fortunate in

running into fish-filled lakes and streams and into several wildernesses that were only partly compensated for by the red raspberries and the blueberries they had for the picking.

They took no chances on wood for camp fires being damp or scarce, but carried with them a 2-burner gasoline stove. The pride of their camping outfit was a bed which Mr. Cowan made from a dry goods box. It fitted into and above the tonneau, the light mattress folded back in the daytime and extending out at night over the cushion of the front seat which was ingeniously hoisted to a level with the box bed. A dining table with short gaspipe legs to stick into the ground was carried along and all supplies were packed into the rear seat space.

Mr. Cowan was astonished at the extent of the concrete road system in Michigan. Sometimes they would ride twenty miles or more through dense forest without seeing a house or a person, but over a road as firmly paved as Linwood boulevard and of ample width for two cars to pass at forty miles an hour. They were much troubled by having to make wide detours because of new road construction. Good roads prevailed through Iowa.—Kansas City Star.

It would be interesting these days of H. C. G. to know what make of carbureter was used on his motor.

—Read Article Page 12—

TO MARK EVERY CROSSROAD ON LINCOLN HIGHWAY

Detroit, Mich., Aug. 28.—Before next winter comes enameled steel markers will have been placed at every confusing turn and crossroads on the Lincoln Highway from New York to San Francisco, making what is said to be the longest highway in the world with such guide marks, according to announcement from headquarters of the Lincoln Highway Association here. The road from Omaha to San Francisco already has such markers and work of marking the highway from New York to Omaha now is in progress.

The Lincoln Highway is 3,223 miles long. It passes through Philadelphia, Pittsburg, Canton, O., Fort Wayne and South Bend, Ind., Clinton, Ia., Omaha, Salt Lake City and Carson City, Nev., among other points. The highway never has been permanently marked between New York and Omaha.

It would seem from the above item that we are fairly in the running when it comes to the marking of the Jefferson Highway. There is little danger of getting off the Highway now. Our marking crews are now at work in Minnesota and Louisiana leaving Oklahoma and Texas yet to be marked this fall and winter if the weather is favorable or in the spring if the weather is unfavorable.

THE TOWNSEND BILL AND THE FARMER

Some Explanations

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WHY THE CRITICISM?

Washington, D. C., Sept. 8, 1920.

Criticism of the Townsend Highway Bill centers in the claim that this plan will build pleasure boulevards. If this can be proven, everyone will be against it, for no one more than the auto owner himself realizes that the reason for roads, and the reason for automobiles is chiefly business, and not pleasure.

The Townsend Bill if enacted into law will provide a way to build every state the most needed business roads. Since the use of the roads is primarily in the transportation of farm products and farm necessities, this use by actual survey accounting for from fifty to ninety per cent of the highway use, according to locality, it is self evident that the selection of the "most needed business roads" under the Townsend, or any other well considered system, will without fail be those roads most used in the transportation of farm products and farm necessities.

Definite statements made by every prominent advocate of the Townsend Bill, from Senator Townsend down, show that their aim is a highway system to serve best the business of the nation, of which more than one-half is agricultural. Senator Townsend has no misapprehension himself about this phase of the plan. That industrial business can be served by roads which are selected without regard to agricultural interests, is not possible, and Senator Townsend realizes this fully.

Every road from one village to another is a "farm to market" road. The Townsend Bill provides that the most important roads shall be selected for construction, and this means that the roads to be selected are those which are used most. Then the Townsend Bill provides that these shall form a state system connected with the system in adjoining states. This means that the road instead of being from a farm to ONE market is a road from the farm to many markets. This system will meet the farmers' chief need—access to competitive markets.

—Read Article Page 12—

NOT A BAD SITUATION

Washington, D. C., Sept. 12, 1920.

One misapprehension about the Townsend Highway Bill is that it will result in less money being available in the states for highway construction.

This is not the real situation. What the Townsend Bill will do, if passed, is to distribute a sum of money each year fully as large as the present state aid appropriations, perhaps larger if results warrant, to the various states, there to be expended on a definite, comprehensive system of highways, which according to the text of the law itself must be built to serve the most important commercial and industrial needs.

This means a definite state system in every state, linked up with a state system in every other state, with maintenance forever provided for.

National money will flow into every state, to build roads whose value is national as well as local. State money will not be absorbed as at present in an effort in the less populous and less wealthy states and counties to "match dollars," but will be spent as need and opportunity open up to build and maintain other roads to connect with those already built.

Every road so built will be a farm to market road. They will be the most used farm to market roads because they will be selected where the volume of traffic is greatest, and where it is likely to be greatest. But the best thing about Townsend roads will be the fact that they "go somewhere." The finest farm road ever built will avail little if it leads only to ONE market. The farmer wants a road which gives him access to competitive markets. This means a "system." This means the Townsend plan, or some other plan based upon these principles.

Because Congress will take this matter up at once when the December session begins, and because the Federal Aid plan is under criticism, these facts need serious consideration by all farmers at this time.

—Read Article Page 12—

ROAD IS NO PLACE TO MAKE MAKE REPAIRS

Motorists Urged to Pull to One Side When in Trouble

"Next time you see a man changing a tire, or doing anything to his car while he is on the road it is up to you to stop and call him down and get him off the road," W. B. Ruggles, manager of the Dallas Automobile Club, said yesterday. "The thing that has caused more accidents than any other in the whole category of motoring troubles is stopping dead in the center of the road and starting to tinker. Sometimes the driver pulls over to one side, but not far enough.

"The careless man usually decides to do his tinkering on the motor, or has to change a tire at night and he never pulls out of the road, and nine times out of ten he has the taillight out and no one without cat eyes can see him before running on to him.

"The first rule of the motorist in trouble should be to get as far off the road as he can. Of course, it is nice to be able to place the jack under the wheel with a hard surface to bear it, but the sides of most of our roads are plenty hard enough to bear the weight of the car on the jack without making the jack sink into the dirt.

"Then next, keep the passengers out of the road. In most cases the man who is doing the work has an interested

group around him, most of them standing anywhere they can in the road and in the path of oncoming vehicles.

"It is simple to pull off to the side of the road and then start tinkering, if you think the car needs tinkering and most of 'em don't.

"On a trip that an experienced motorist made this year a real road hog was discovered, one of those men who stay in the middle of the road and stop now and then to fill the radiator and line up about ten cars behind them.

"This man had an old car, loaded to the guards with every kind of camping material. The load stuck out a foot on each running board, and the tonneau was loaded until the fenders just missed the tires.

"First he stopped to take photographs while five cars waited his pleasure. He stopped at least ten times to fill the radiator. He would stop right in the middle of the road, and no one could pass him.

"Don't be a road hog. Remember that other people have rights. Some day you may get caught behind one of your kind."

—Read Article Page 12—

Garyville, Louisiana,
August 24, 1920.

Mr. R. D. Nibert,
Bunkie, La.
Dear Nibert:

I have learned this morning that the St. Charles Parish additional bond issue carried and that it is the intention of the St. Charles people to put these bonds on the market at the earliest possible date.

I had the pleasure of riding on some good roads while away this summer. In Illinois they are tearing up some roads that are better than our good roads and replacing some worn gravel roads with concrete, but Southern Illinois is still as muddy as ever, although they are getting ready to spend some of that sixty million dollar bond issue.

Yours truly,

C. M. WEEKS.

—Read Article Page 12—

TOURISTS BOOST PRODUCTS

St. Paul manufacturers and jobbers will laud St. Paul products to more than 180,000 Minnesota residents during the trade tour trip of the jobbing subdivision of the St. Paul Association.

The trade tour is an annual affair, its purpose being to bring St. Paul manufacturers and jobbers into close contact with their customers throughout the state.

A nineteen piece band and moving pictures will be taken by the boosters on the trip as an added feature. The tour will be made on a special train. Seventy-three towns will be visited.

OPEN SEASON FOR TOURISTS

White River Railroad Hauling Big Crowds of Vacationists

—Read Article Page 12—Read Article Page 12—Read Article Page 12—

TOURIST travel on the White River division of the Missouri Pacific out of Carthage is at its height. Yesterday morning there were 110 passengers transferring from the train from Kansas City to the White River train here and taking breakfast at the lunch room at the station.

This morning there were 83 White River passengers transferring from the Kansas City train, according to the check at the lunch room.

The afternoon train to the White River country and the morning train coming in off this division, which were installed a few weeks ago, also are gaining in popularity with the travelers from other distant points. About 25 or 30 transfer passengers make the changes from each of these trains to Kansas City trains daily now.—Carthage, Mo., Press.

We are republishing the above item for the purpose of calling attention to the difference in value to a town of railroad and auto travel by asking a few questions and possibly making a few suggestions.

It seems that Carthage sold 193 lunches at the railroad eating stand in two days. If Carthage merchants sell the supplies to the railroad eating house, to that extent Carthage profited by this traffic, if not it was simply a passing show which made an interesting news item.

Had this or a similar amount of traffic, which all came from the north, been using automobiles what would have been the profit to Carthage in the transaction? In that event Carthage would have been the natural night control for fully half of it which would have meant two meals and lodging at her hotels and free camp, with a noon-control for a lot of the balance. Possibly some of them would have needed a few trifles in wearing apparel and more than trifles in auto repairs. Possibly some of them in driving through the city in autos or walking round its fine business district and splendid residence localities might have had it suggested to them that Carthage was a good place to move to and met some one whom they could have questioned about it.

The views from the Missouri Pacific station as they hastened from the lunch counter or that from the car windows as they proceeded on their way through the city might not give them that impression or the opportunity to ask and receive information about the city.

These are some of the differences between ordinary railroad traffic and modern highway traffic to a town that has the advantage of a lunch counter attachment.

That brings us to another phase of the situation. Most of the two days traffic, which formed the basis of this news item, originated at Kansas City or beyond.

What benefit worth mentioning did Harrisonville, Butler, Rich Hill, Nevada, Lamar and Jasper get out of these 193 people who were whizzed through those towns on a night train? Or on the other hand what benefit would they have received had 193 people traveled by auto over the Jefferson Highway?

Three and one-third persons to a car (the general average) it would have amounted to thirty cars a day. Half of these might have made Carthage for night control and half the remainder for noon control the next day. The remainder would have been scattered for noon and night controls in the other towns from Harrisonville to Jasper.

Instead of passing like "Ships in the Night" they would have seen the country, seen the towns, seen the people and scattered their money in such quantities that if it had been new bright dollar bills it could have been cut up into confetti, scattered at each turn of the road in sufficient amount to guide the next day's traffic over the road without recourse to the J. H. marks on the poles.

But says some one unfamiliar with the subject, "Can such a traffic be secured by a Modern Highway?"

Most assuredly, it has been secured by many towns on the Jefferson Highway far in excess of any thirty cars a day where the road has been given only fair attention.

Eufaula, Oklahoma, with a barrier of similar magnitude to the one in Bates County built a bridge with private funds over the Canadian River. Prior to the opening of the bridge record ferry traffic has been thirty-one cars a day. Sixty days after the bridge was open for traffic ninety-four cars a day crossed it. Eufaula takes no toll from the heavy passenger traffic passing through there on the M. K. & T. railroad but does take toll of the Jefferson Highway Traffic, it is not only cheerfully paid but has tripled in sixty days with improvement of conditions and they are only passible now.

In Iowa and Minnesota where only fair roads are provided for the Jefferson Highway an average traffic of a car a minute causes no comment except the "Thank you, come again" to the tourists as they scatter money like autumn leaves in a thirty mile wind.

Now for the application. Would Carthage and the towns north to Kansas City like to have a daily procession of autos approximating several times the number of passengers forming the basis of the above news item? It is being done elsewhere, why not on Missouri soil?

If any interest is taken in the subject by those most vitally concerned a letter to Jefferson Highway Headquarters will bring the plan and co-operation.

This also applies to some other towns on the Jefferson Highway which are not securing the maximum benefits from its franchise.

WHAT IS AMENDMENT 6?

The two houses of the Missouri Legislature adopted, during the 1919 session, a resolution to the effect that there should be submitted to the voters, at the November elections, this year, a constitutional amendment which will authorize the issuance of bonds, aggregating \$60,000,000, the proceeds of which shall be devoted to the construction and maintenance of a state highway system of 6,000 miles of hard-surfaced roads.

If this measure is approved, Missouri should be able, in ten years, to complete her state road system of 6,000 miles; it cannot be done otherwise.

The details of putting the plan into operation will be worked out by the Legislature which is to meet in January, 1920.

If the bonds are voted, there is to be no general tax on property. The Missouri Good Roads Federation will pledge every member of the forthcoming Legislature, and every state officer, to the following resolution: "That at no time during the life of the bonds shall there be issued more bonds than can be met by the annual motor vehicle license fees, both as to interest and principal."

Nor is an increase in automobile license fees contemplated. The increase in the number of registered motor vehicles has been figured out on a very conservative basis, after a very careful analysis of the rate of growth in past years.

The money which it proposes to use to provide interest and a sinking fund for the retirement of the bonds is now being distributed among the 114 counties of the state, under the provisions of the iniquitous "Mud Roads" bill, by which Missouri will never be able to complete a system of hard roads.

Help Lift Missouri out of the mud by inducing all your friends and acquaintances to vote for amendment 6.

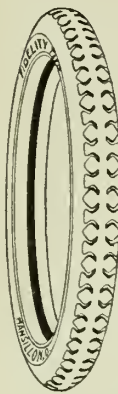
—Read Article Page 12—

TEXAS IS DOING THINGS

The total contracts awarded to date for 1920 amounts to \$8,500,000 and involves the construction of approximately 700 miles of high-class highway.

There are in Texas at the present time 183 active federal aid projects and 120 active state aid projects, involving the construction of approximately 2,500 miles of highway.

The state highway department has approved plans for federal aid work on projects aggregating in cost \$6,500,000. Out of this amount the federal bureau of public roads has formally approved projects aggregating \$2,520,486.



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GIVE A DOG A BAD NAME

Watchful Waiting in Barton, Vernon, Bates, Cass, Jackson, Platte and Buchanan Counties, Missouri

—Read Article Page 12—Read Article Page 12—Read Article Page 12—

THE above saying occurred to me as I was traveling through Barton County, Missouri, September 16. It had been raining in Western Missouri for some time. The last rain, a very heavy one, on September 14. We had been warned about the muddy rough roads in Barton County and also in Bates County north of Rich Hill through the Maries De Cygnes river bottom and had determined, almost, to lay over a day, to let the roads dry out, but finally concluded to start on a trip from Carthage to St. Joseph the second day after the rain and did so without having any use for chains. In fact, we did not drive through any mud whatever—most of the road was not only dry but also dusty.

While the condition of the Jefferson Highway in Barton County leaves much to be desired, the road was found to be in better condition than the bad name given it and could be taken out of the bad name catalogue with very little expense and work as hereafter noted.

Two miles south of Boston some very bad road conditions had been remedied by building a good road around the section the other way, but no attention had been given to moving the J. H. marks and signs to the new road, which caused the stranger following the J. H. marks to drive over some very bad places.

North of Boston, south of the bridge, a very little intelligent work would remedy the difficulty.

The sandstone ledges in the road half way between Boston and Lamar could be disposed of by covering with dirt and sand.

The very bad but short place south the next culvert could be permanently disposed of by a very little intelligent effort. The work that had been done there made it worse rather than better.

With the above improvements made—the ditches opened and a few flat places in the road raised with an engine and grader, all of which could be done at an expense of a few hundred dollars—followed by a consistent, persistent dragging of the entire road, would put Barton County in the list of good dirt road counties.

Barton County has reason to be proud of the way in which it solved the overflow problem north and west of Lamar. The same class of intelligent work done at North Fork, if applied on the entire road, would certainly add to her good repute at home, as well as abroad, and thereby render it unnecessary for her own citizens to declare as one of them did "That the Jefferson Highway in Barton County was so bad that a rooster could not get over it."

Can a self-respecting community afford to do any less?

Vernon County

Some road was encountered both south and north of Sheldon that needs intelligent treatment—nothing difficult.

The next thing noted was an agreeable surprise. Vernon County is actually building a splendid gravel road from Nevada south.

The feeling of elation incident to driving over this fine road was soon dissipated when the two creek bottoms were encountered in the north part of Vernon County. Although we got through on low gear, dry shod, it did not require much imagination to surmise what might have happened a day earlier, as the remains of many roadside tragedies were in plain evidence.

We heard much about the impassable conditions of the Maries De Cygnes bottom between Butler and Rich Hill in Bates County, but the road across that was a boulevard in comparison with the two creek bottoms north of Nevada. We used the east road.

Vernon County has in times past given much evidence of enterprise. It went after and secured a large state institution, it has Cottey College and Weltmer Institute, it is building now a fine road south. Why, any longer, should patrons of, and visitors to, these institutions, who want to use the most modern means of transportation, the auto, be cut off by a few thousand feet of bad road?

Can the people of Nevada and Vernon County afford to permit this barrier to approach from the north, to continue through another year if they consider only their own interests, to say nothing of the valuable traffic that would be enjoyed by their neighbors on the north and south if it were removed.

Bates County

South of Rich Hill we met Texas, Montana and Michigan cars going south. They all had come over the west road from Butler to Rich Hill and experienced much trouble with mud. They advised us to go the east road, which we did, and found it in average condition—experiencing no trouble with mud. The road could have been improved by dragging.

At Butler we were advised that a Federal Aid project covering the middle location from Butler south including a bridge over the river was now in Washington for approval and that special benefit Road Districts had been formed to the County line north for the improvement of the road.

The Butler people again promised to see that the west road which bears the J. H. marks is put in as good condition as the east road and kept that way. If this is not done, we will have to detour the traffic over the east road. The Jefferson Highway Association cannot stand sponsor to the public with its marks on a road infested with mud holes or other barriers to traffic if there is a better road available.

Cass County

This county reports special Road Districts formed entirely through the coun-

ty for the improvement of the J. H., but little or no work has been done.

Some of the Cass County Special Road District officials had received and seemed to be acting upon what appeared to be bad advice. They reported that they had been advised by a high road official to "set tight" now they had their districts formed, without attempting any special improvement of the road.

We did our best to controvert the wisdom of such a policy of "Watchful Waiting," advocating prompt and constructive action to the extent at least of bringing their road to standard grade, with adequate permanent cross drainage and proper side drainage.

Then equip it with a maintenance system that will keep it up to the standard of a first class dirt road. This is within the means of any community on the Jefferson Highway, however poor, and Cass County lacks several points of being able to qualify as a poor county.

The Jefferson Highway Association will look with disfavor on any community holding its franchise, which after months of effort, secures a Special Road District organization and then thinks it is time to take a rest and adopt a watchful waiting policy.

The Special Road District organization is a tool to use in building roads, not to hang up on the wall to look at.

Regardless of what kind of surface with which a road may be equipped it must first be a first class dirt road before any surfacing can be properly applied.

Standard grading and cross draining is the permanent part of the road. Any surfacing it may finally carry, however substantial, is the wearing surface and hence more or less temporary.

By all means the next thing to do after forming a Special Road District for improving the road, is to improve the road. Put in a permanent standard grade and cross drainage, adequate side drainage and then do a little "Watchful Waiting" till grade properly settles, and the Jefferson Highway Association will watch and wait with you, do otherwise and you may watch and wait alone.

Jackson County

From the Cass County line to a point north of Lee Summit, the Jackson County people have provided a well graded and drained road with an oiled surface.

Driving out of Cass County into Jackson County was like driving off of corrugated iron onto a polished marble slab. They have been doing something in Jackson County, even if it is somewhat more temporary than some people would like to have. Between Raytown and Kansas City on the J. H. some splendid work is in progress, necessitating the detouring of all kinds of traffic.

(Continued on page 22)

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GIVE A DOG A BAD NAME

(Continued from Page 20.)

Platte County

After waiting over a year for the Platte County contingent to put the road in proper condition to receive the J. H. marks, it was inspected last June, but failed of being anywhere near good enough for approval. Recently a letter was received asking to have the marks put on, so we drove north from Kansas City through Platte County.

The road from North Kansas City to Parkville was in very bad condition—seemingly having had no upkeep this year. There may be and no doubt are worse pieces of road, of the same extent than the North Kansas City-Parkville road, but we did not find them in five months driving.

From Parkville north the road was much better and from the Ferrelview intersection through Platte City and a few miles north they were in condition to take the J. H. marks, but from that point north, with a few short exceptions, they were rough, narrow and totally unfit for international travel. In one of many such places the inspection car had to back up some distance to let an oncoming car pass. Some work had been done on the long curving hill, making it more passable than it had been previously.

Word had gone out the night before that the inspection would be made and most of the road in the north part of Platte County had been dragged that morning, but the road must have been surprised at the unfamiliar process of dragging. It was very apparent to the inspector who fully appreciated the im-

provement made by one dragging, but remarked "Roads should be dragged for daily use, not for the benefit of the inspector only."

If the road from Parkville to North Kansas City and on the north end were as good as the road from Parkville to Platte City, the J. H. marks could be put on this fall, but the Jefferson Highway Association cannot stand sponsor to the public by putting new marks on such a road as we found Saturday, September 18, on that trip.

If there is any disposition on the part of any member to question the justice of this decision after he has driven over the road, we will take pleasure in having it reinspected by some other disinterested party.

J. D. CLARKSON,
General Manager.

—Read Article Page 12—Read Article Page 12—Read Article Page 12—

CAN'T AFFORD BAD ROADS

Tourists Indictment Should Arouse Missourians to Action

—Read Article Page 12—Read Article Page 12—Read Article Page 12—



Which Kind Do You Want?

(H. J. Waters in The Weekly Kansas City Star.)

A TOURIST of note who recently crossed the continent both ways, in a public statement at the end of his journey, pronounced Missouri roads the worst in the United States. Of course this tourist hadn't traveled over the roads of all the states and had seen only a few of the roads in Missouri. So in giving it as his opinion that our roads are the worst in the country, his statement can be accepted as of only general application.

In crossing the state the first time it is presumed the tourist chose the route he believed to be the best and, finding that road incomparably bad, he must have chosen on his return trip the next most highly recommended road. His judgment of the quality of Missouri roads, therefore, was based on knowledge of only two routes, although these were probably our best. If our best roads compare so unfavorably with those of other states, what must our worst be like?

How does the average Missouri road, the one over which the farmer hauls his products to town and his supplies back home, and over which he and his family pass when they go to church, or school,

or town, compare with the roads of other states and countries?

State Can't Afford It

Whether the comparison of this tourist is fair or not, Missouri cannot afford to have the reputation of having even poor roads, much less the poorest in the United States.

What must the people of other states think of us in that case? They must either conclude that Missouri is lacking in financial resources with which to build highways and is therefore a poor state, or that we are a backward people. In either case the now outworn slander, "poor old Missouri," is recalled and they may wonder if, after all, it wasn't justified.

The reputation bad roads gives us costs huge sums annually in keeping visitors away and in driving business out of the state. When a farmer wishes to sell his land he must take less for it than he otherwise would because of our standing in road improvement. All this cost is besides the daily tax of bad roads in increasing the cost of handling freight and in the increased inconvenience and discomforts of travel.

It is after all of minor consequence which state is entitled to the distinction

of having the worst roads. We who live in Missouri know that our roads are bad enough to need improving and we all are eager to help lift the state out of the mud.

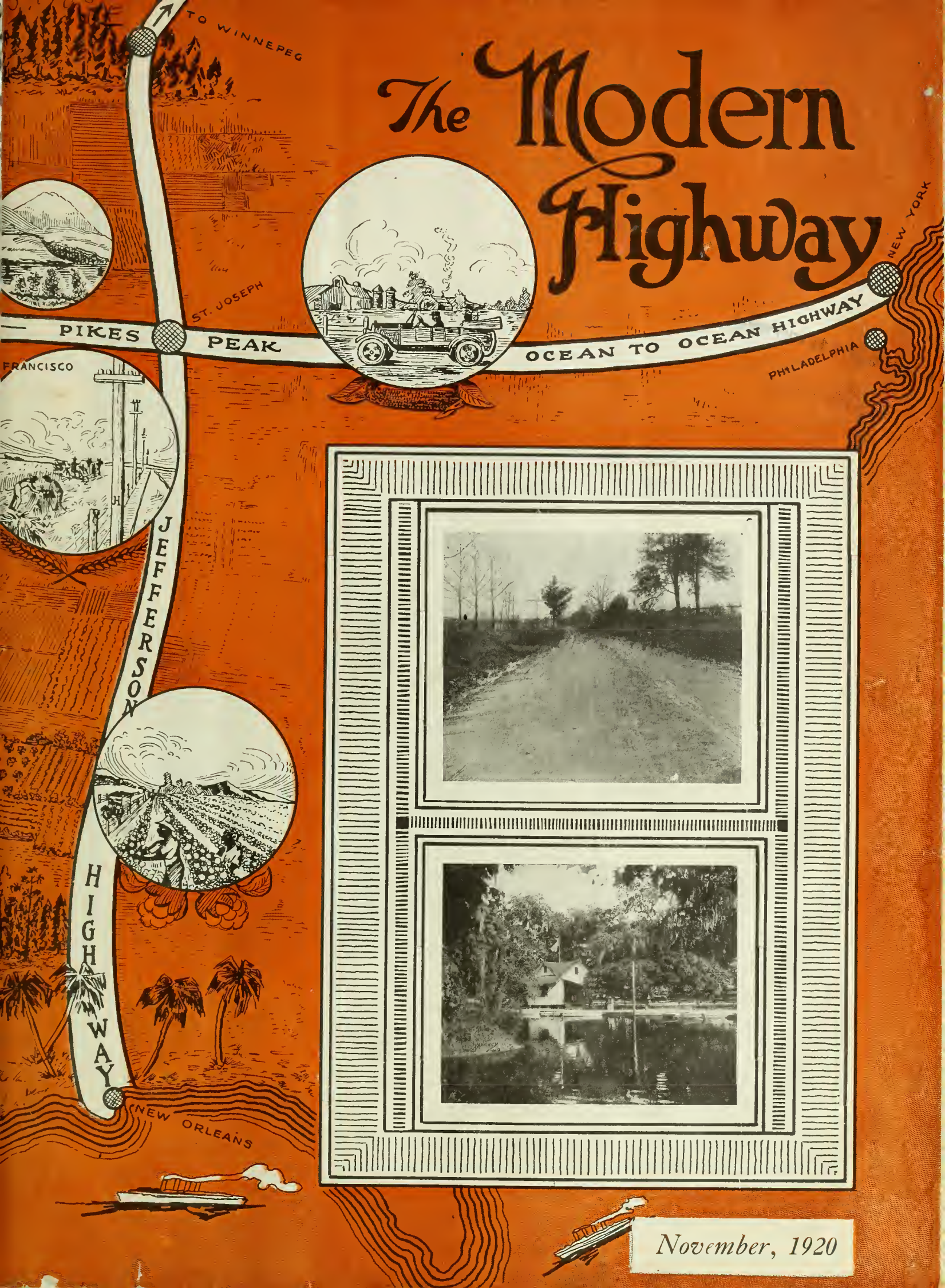
Worth the Cost

It is not because we do not want good roads or fail to appreciate their value that we haven't had them before, but it is because we have felt that the cost was greater than we could afford.

That a system of good roads will be a costly undertaking no one familiar with the facts will deny, but for the first time in the state's history the opportunity is presented to have good roads without paying additional taxes. All the cost will be met by the present tax on automobiles.

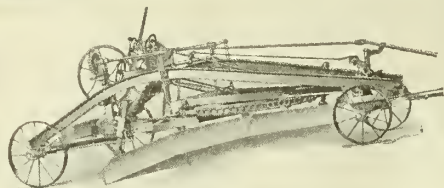
The farmer who uses the road with his wagon and team in hauling wheat and corn and hay and hogs to market or with his buggy in taking his family to town or to church will be exempt from taxation for building these permanent roads, but will have hard surface roads to use. The farmer who uses a motor truck or an automobile will pay the same license tax he now pays and will have good roads instead of poor ones as his gain.

The Modern Highway

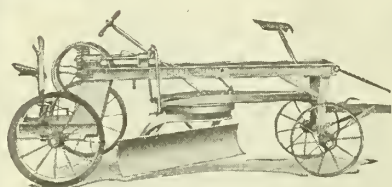
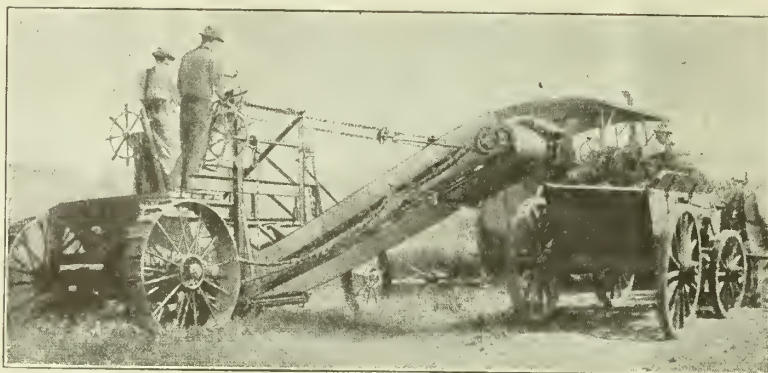
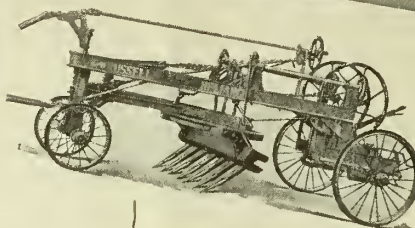


November, 1920

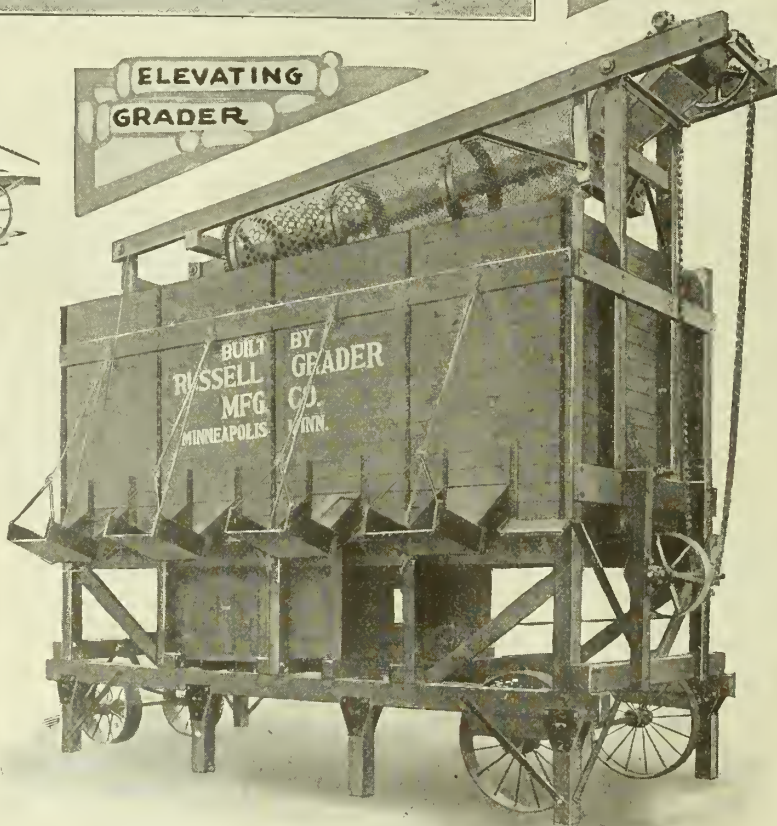
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The Modern Highway

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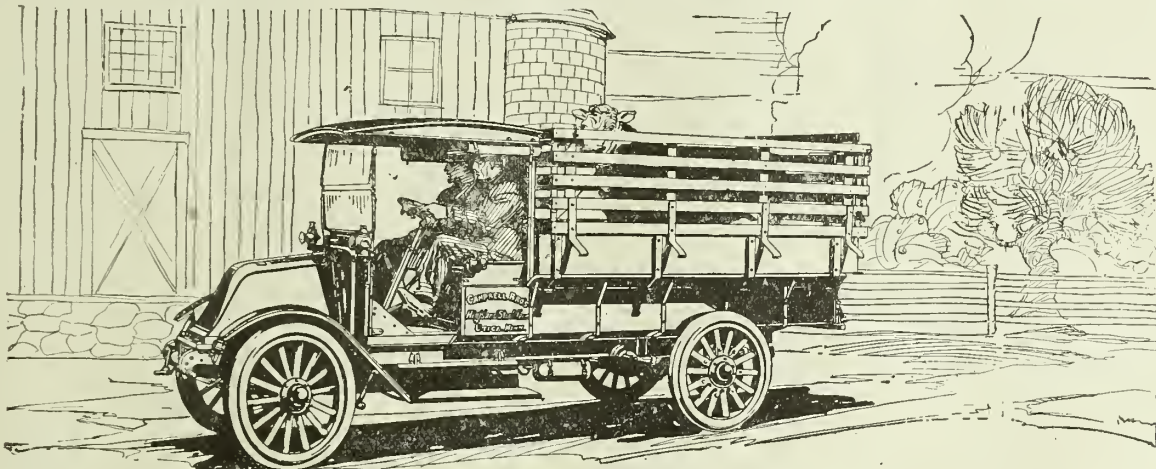
"Entered as second-class matter, January 16, 1918, at the postoffice at St. Joseph, Mo., under the Act of March 3, 1879."



MOTOR TRUCKS ON CORN BELT FARMS

Experiences Summarized by the Department of Agriculture

— Build Roads Now — Build Roads Now — Build Roads Now —



SUMMARIZING the experience of 831 corn-belt farmers who own motor trucks, the United States Department of Agriculture found that in the opinion of nine-tenths of these men, the greatest advantage in owning a motor truck is "saving time;" in the opinions of three-fourths of them the greatest disadvantage is "poor roads," and 91 per cent believe that their trucks will turn out to be a profitable investment.

The reports, however, indicate that on most of these farms the truck has not reduced expense to any great extent, and that it supplements rather than replaces work-stock and other equipment.

On the average these trucks travel 2,777 miles per year, and the cost of operation is between 16½ cents and 17 cents per mile, making the total annual cost from \$460 to \$470. Each truck displaces an average of 1.2 head of work-stock. With the cost of keeping a horse a year in the corn belt around \$200, the reduction in expense for this item is in the neighborhood of \$240 per farm. For all farms the average amount of hired help saved by the trucks is \$163. On most farms these are the only two items of direct reduction in expense which can be credited to the truck, and on the average they amount to \$60 or \$70 less than the total cost of operating it.

To offset this added cost, custom hauling done with the trucks amounts to about \$50 per year for all farms, leaving only something like \$10 or \$20 annual net expense which must be more than balanced by the saving of time of the owner and members of the family, the ability to get crops and live stock to market in better condition or at better time and other benefits which are not directly measureable in dollars and cents, if the average truck is to be a profitable investment.

It must be remembered that most of these farms where trucks are owned are larger than the average, and are located at a considerable distance from market.

The investigation was made during the past winter and spring. Farmer-truck owners in Indiana, Illinois, Missouri, Iowa, southern Wisconsin, southern Minnesota, southeastern South Dakota, eastern Nebraska, and eastern Kansas, who raise corn as one of their principal crops, and who practice the general grain and live stock farming characteristic of the corn belt reported to the department the use they make of their trucks, the cost of operating them, the advantages and disadvantages of trucks for farm use, and other related information.

A study of the reports of 831 of these farmers has just been completed by the

division of rural engineering of the bureau of public roads and the office of farm management and farm economics.

Some of the important facts revealed by the investigation are:

The average size of the farms is 346 acres and their average distance from market is 8 miles.

Only 14 per cent of them are less than 5 miles from market, and 20 per cent are 15 miles or more from market.

A little over one-fourth of these men have changed their markets, for at least a part of their produce, since purchasing trucks. For those who have changed market, the average distance to the old market was 7 miles, and to the new market is 18 miles.

The rated capacity of these trucks varies from one-half to two tons. Seventy per cent of them are rated at one ton, and only 9 per cent of them at less than one ton.

Experience with trucks has caused 57 per cent of these men to decide that the 1-ton size is best for their conditions, 25 per cent that the 1½-ton size is best, and 12 per cent that the 2-ton size is best. Practically one man in four has decided that a truck larger than the one he now owns would be better suited to his conditions.

Ninety-one per cent believe that their trucks will prove to be a profitable investment.

In the opinions of these men the principal advantage of a motor truck is in saving time, and the principal disadvantage is "poor roads."

As compared with horses and wagons the trucks save about two-thirds of the time required for hauling to and from these farms.

On the average there are over eight weeks during the year when the roads are in such condition on account of mud, snow, etc., that these trucks can not be used. The roads on which nearly 95 per cent of them usually travel are all or part dirt.

The condition of the roads prevented the use of the trucks with pneumatic tires a little less than seven weeks during the year covered by the reports, and of those with solid tires a little over nine weeks.

Twenty-four per cent of the trucks are equipped with pneumatic tires, 27 per cent with solid tires, and 49 per cent with pneumatics in front and solids in rear. However, experience has convinced 58 per cent that pneumatics are best for their conditions, 35 per cent that solids are best, and 7 per cent that pneumatics in front and solids in rear are best.

These men have return loads for their trucks about one-third of the time.

A majority of these men still use their horses for some hauling on the road.

On more than half of the farms all the hauling in the fields and around the buildings is still done with horses and wagons.

About 40 per cent of these men did some custom hauling with their trucks during the year covered by the reports. The average amount received by those who did such work was \$132.

Their owners estimate that on the average these trucks travel 2,777 miles and are used on 112 days per year.

The average estimated life of these trucks is 6½ years, and on this basis depreciation is usually the largest single item of expense in connection with their operation.

The average cost of operation, including depreciation, interest on investment, repairs, registration and license fees, fuel, oil, and tires, is 15.2 cents per mile for the ½-ton, the ¾-ton and the 1-ton trucks; 21.3 cents for the 1½-ton and 1½-ton, and 25.8 cents for the 2-ton.

The average cost of hauling crops, including the value of the driver's time is 50 cents per hour, is 24 cents per ton mile with the ½-ton and ¾-ton trucks; 24.1 cents with the 1-ton; 23.3 cents with the 1½-ton and 1½-ton, and 21.5 cents with the 2-ton trucks.

Nearly 85 per cent of these trucks had not been out of commission when needed for a single day during the year covered by the reports, and 80 per cent of the owners stated that they had not lost any appreciable time on account of motor and tire trouble, breakage, etc., when using their trucks. About one truck in 15 was out of commission more than five days, however, and one owner in forty reported a loss of more than 5 per cent of the time when using his truck.

Fifty-six per cent of these men have not reduced the number of their work-stock since purchasing trucks. Twenty-four per cent have disposed of one or

two head, and 20 per cent of more than two head. The average reduction for all farms is 1.2 head.

Half of these men own tractors as well as motor trucks. Most of the tractors are owned on the larger farms, however. Only 33 per cent of the men whose farms contain 160 crop acres or less own tractors, while 65 per cent of those with over 320 crop acres own them. The number of work stock kept on the farms where both trucks and tractors are owned is only slightly less than the number kept on the farms of corresponding size where only trucks are owned.

Seventy-eight per cent of these farmers state that their trucks reduce the expense for hired help. On those farms where there is a reduction the operators estimate that it amounts to \$209 per year on the average.

— Build Roads Now —

VALUE OF GOOD ROADS

Even the relatively slight inconveniences imposed upon transportation by war needs have been sufficient to demonstrate what can happen in a complete breakdown of railroads. Transportation has been bad—is bad; but think what distribution would come to with the railroads tied up.

The Middle West is at the mercy of transportation. It must have railroads to carry on the enormous distribution of finished products. Suppose the railroads should quit, even temporarily. Middle West industry would be in chaos and human life in danger.

There would be danger because we are not sufficiently fortified with substitute methods of transportation. We might arrange after a fashion with the motor highways we have. Consider the relief in knowing that our highways could instantly take over the burden of distribution.

We quote some very substantial evidence from Lord Northcliffe: "Labor . . . did not realize the power and potentialities of automobiles. They discovered two things: that Great Britain is a country where every village is linked by roads that are the delight of all your tourists who come here and that the motor truck is at least the equal in efficiency of the locomotive."

Were the Middle West secure in a network of fine highways we would never need worry about emergency distribution. The system would be expensive, but it would work. The people would eat and have fuel and clothing.

— Build Roads Now —

NORTH CAROLINA GOOD ROADS ASSOCIATION

As the largest constructive organization in the state and one of the largest good roads associations in the country, the North Carolina Good Roads Association is wielding an influence that is beginning to be felt throughout the state. For the past year it has carried on an active membership campaign, at the same time spreading the doctrine of hard-surfaced roads. As a result it now has an enrolled membership of nearly 5,000 in three-fourth of the counties of the state and "good roads" are being talked of more than anything else in North Carolina.

Recently the association held its eighteenth annual meeting in Asheville. The

meeting was attended by county commissioners, state and county road officials, road engineers and contractors, and business men, from this and other states. The questions of hard-surfaced roads and the best methods of building, maintaining and financing them were discussed thoroughly by state and national road officials. As a result of this meeting the association will go before the 1921 general assembly when it meets in Raleigh and ask that its program for state highways, comprising approximately 5,000 miles, be accepted and financially provided for through taxes and the issuance of bonds at such times and in such amounts as are needed to meet an economical annual expenditure, or to meet the maximum available federal aid.

— Build Roads Now —

GOOD ROADS MOVIES

It is becoming quite the thing for any state or section of the country that desires a little publicity to achieve its place in the national eye by getting out motion pictures of its industries, its thriving cities and its spots of scenic beauty or historic interest. Such films show chiefly the bright and prosperous side of life in that region.

Virginia is using the movie for another purpose. The Virginia Good Roads Association is planning to make movies showing Virginia's needs and particularly her need of good roads. These pictures are to bear the title "Virginia and Her Needs of the Hour."

The main purpose is to show the people of the state the disability of the present system of roads, to meet present transportation needs, and to prepare for the greater needs of the future.

There will be pictures demonstrating the benefits of good roads upon commercial and industrial success. There will be others carrying the story of the value of good roads still farther, showing how they affect the social, religious and educational life of the people. Backward sections retarded in development by poor roads will be ruthlessly filmed along with the sections which have made great advancement because of their fine highways.

Here is a form of propaganda which should prove as interesting as it is helpful. The contracts between thriving regions with networks of good roads and regions where there are no roads or very bad ones will no doubt be found sharper than the average citizen realizes. The pictures will present this contrast, and the object lesson will be driven home far more effectively than it could be by any amount of literature on the subject.

— Build Roads Now —

GENERAL MANAGER IN HOSPITAL

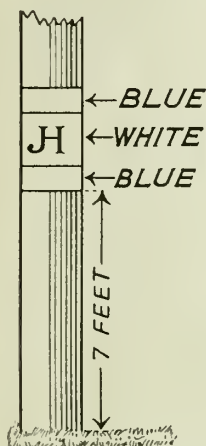
With a strenuous three months' campaign ahead of him and a string of meetings announced, the general manager was stricken with an acute case of appendicitis and had to be hurried to the hospital for surgical attention.

His condition was much worse than at first was apparent and for three days the chances seemed against his recovery but his fine constitution and excellent physical condition finally won out and now as the close of the third week approaches, a period of recuperation seems all that is necessary to put him back in his usual form for highway work.

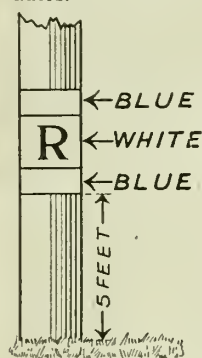
OVERLOOKING A BET

Bringing Tourists to Your City a Business Proposition

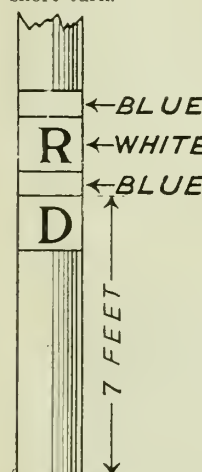
— Build Roads Now — Build Roads Now — Build Roads Now —



Standard straightaway Jefferson Highway marking in towns and cities to show above moving and parked autos.



Standard Jefferson Highway turning mark approaching right hand turn either at an intersecting road in the country or an intersecting street in town or where there is no intersecting road or street if it is a short turn.



Standard Jefferson Highway mark approaching sharp right hand turn.

NEVER before have so many automobile tourists been attracted to this section and large numbers of them have been passing through this city. It is an assured fact that next season will see a vastly greater number of tourists in this section of the state.

Carthage is "overlooking a bet" in connection with the number of tourists who are passing through here. The city has a splendid municipal camping site at Carter's Park, which is free to these autoists—but the autoists don't know it—or at least a majority of them do not know it. The city should immediately have at least three large signs painted, one for the south side of Carter's Park bearing the words: "Free Municipal Camping Ground—Drive In." Another sign should be placed just north of the Juvenile Shoe Factory at the road turn, bearing the words: "Free Camping Grounds for Autoists, Two Blocks South," or some similar information.

Carthage is not likely to attract huge numbers of tourists who are searching for a fishing place; this city has no "Cave of the Winds" or similar attraction to draw the autoists here, but if it gets noised around on the Jefferson Highway that Carthage offers one of the finest and most convenient free camping grounds to be found in the Ozarks, this city will get her full share of the tourists. Of course all necessary conveniences must be arranged for them in the park and this can be done at a trifling expense, as most of these conveniences are already there or near at hand. Let's have those big sign boards!—Carthage, (Mo.) Press.

Carthage and every other place on the Jefferson Highway is overlooking a bigger bet if the free camp signs are confined to the vicinity of the camp.

St. Joseph, Mo., is paying \$600 a year to a regular bill board company to advertise its free camp miles away on the Jefferson and Pikes Peak highways. Some other enterprising cities are erecting their own bill boards fifteen and twenty-five miles away.

Many tourists will drive fifteen or twenty-five miles farther to get to a good free camp if they are informed where it is located.

No enterprising merchant is satisfied to have his location and business known by signs on his store front or two blocks away. The traveler on the highway begins to see individual merchant's signs ten or fifteen miles out from the city he is approaching.

If it is good business for merchants to start a system of suggestions miles away from his place of business, is it not good business for a city, by the means of highway signs, to make such a suggestion, as this:

Camp at Carthage 15 Miles
Running Water, Light, Shade, Grass,
Ovens—All Free.

Repeat it again at ten miles and five miles out and start a discussion something like this:

Back Seat—"It is early yet, only 4

o'clock but I am tired bumping over these rough roads. Let's go to that free camp and put up for the night."

Front Seat—"I had expected to drive to Baxter Springs tonight. I heard they have a good camp there on Spring River where I might catch a fish or two."

Back Seat subsides and they drive on for five miles then another sign jumps up in front of them:

Free Camp at Carthage, 10 Miles
Fishing and Bathing in Spring River
½ Mile From Camp.

Back Seat—"Did you see that sign? Let's stop at Carthage. I have heard so much about it I would like to see more of it than we would in driving through. We can have an early supper. You and Jimmy can go fishing and bathing and Dot and I can drive around town and go to a picture show."

Front Seat—"All right. I don't care. We have been on the road four days and a little rest won't do us any harm. We will camp at Carthage tonight."

Or, suppose this situation:

Front Seat—"It is after 6 o'clock and we had better be looking for a good place to camp."

Shortly a big sign board bobs up facing the party at a jog in the road.

St. Joseph, 25 Miles
Tourist Camp Lights, Water
Shade, Ovens Toilets
All Free Welcome

Front Seat—"What do you say to driving on to that camping place? Are you too tired?"

Back Seat—"I am a little tired but I would rather drive on than camp by the road side. We can make it in an hour. It looks as though it might rain tonight. If it does we can lay over and take in the city tomorrow. Let's go on."

Five miles out they see another big bill board reading:

St. Joseph 5 Miles
Watch for Free Camp Detour Marks
After entering the city a sign reads:
Free Camp Detour

Follow the Detour Marks to Camp and Back to Highway

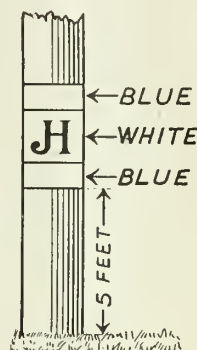
St. Joseph Auto Club.

The Jefferson Highway Association has adopted and is putting into use as rapidly as possible a system of detour pole marking leading to and from free camps. At the proper point to leave the highway on the side of the pole next to the highway on the regular white and blue mark instead of the monogram J. H. the following appears.

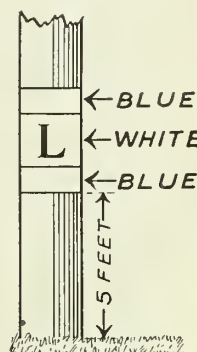
Free Camp Detour No. 9

Which the tourist follows to the camp and on the opposite side of the same pole is the regular J. H. monogram leading back to the highway. Wherever it is possible these free detour markings are arranged on a loop instead of a spur.

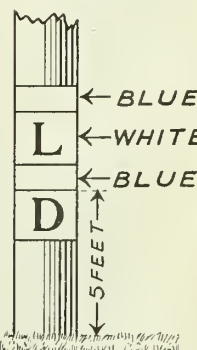
Wherever a city or town is enterprising enough to provide a free camp and put up free camp bill boards out on the highway the association will put on the detour marking, if requested to do so.



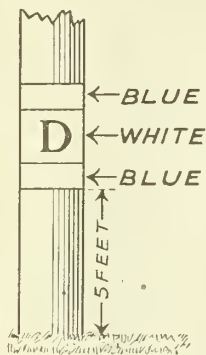
Standard straightaway Jefferson Highway marking in the country so that legal headlights will reveal it at night.



Standard Jefferson Highway turning mark approaching left hand turn either at an intersecting road in the country or an intersecting street in town or where there is no intersecting road or street if it is a short turn.



Standard Jefferson Highway mark approaching sharp left hand turn.



Standard Jefferson Highway mark approaching danger point in a straight away.

While on this subject it may be well to repeat that the association has adopted and will put into use as soon as possible a system of detour marking in the larger cities, louping the congested traffic centers so that if one gets off the regular marks, if he drives straight ahead he will run onto the detour loup marking which will bring him back to the highway.

When the tourist goes astray and reaches the detour markings, if it reads:

City Detour No. 10

he is on the long end of the detour and he is going away from the highway. He should turn around and drive the other way. But if it reads J. H. he is on the short end of the detour and going toward the highway.

This city traffic detour was suggested by Hon. E. T. Meredith, the founder of the Jefferson Highway, now Secretary of Agriculture.

In addition to the congested traffic detour the Jefferson Highway will as soon as possible put on a hotel and garage detour marking.

H. & G. Detour No. 11

leading from the highway past the principal hotels and garages in the larger cities and back to the highway again.

Be assured that any city, town or country district which holds a franchise for membership in the Jefferson Highway Association will miss a bet if it does not advertise its attractions and resources both on the highway and in this magazine and place them before approximately 30,000 readers every month.

— Build Roads Now —

SPLENDID IMPROVEMENT IS NEARING COMPLETION

Gonvick streets are taking on a splendid appearance as a result of the gravel surfacing which has been in progress for several weeks and which is now nearing completion. Something like twenty blocks or nearly two miles of streets within the village limits have already been surfaced with gravel and additional ground will be covered before the work ends next week, it is stated.

The Jefferson Highway running through the principal sections of the town was the first to be surfaced and streets leading from the main thoroughfare to the residential districts came next in order until now few streets remain to receive the coating.

The improvement was badly needed and the most noteworthy made in Gonvick in recent years with thanks to the present village administration who had the co-operation and support of Commissioner Chris Sorenson in the undertaking. The work was done by A. R. Bagne and Louie Skime who have operated two Ford motor trucks continuously for several weeks in an effort to complete the work before the arrival of cold weather. The men have worked long hours to fulfill their contract and it is gratifying to them and the public as well to see the successful conclusion of the job.

Except for a small stretch, which must wait until the road is correctly laid out, the entire ten miles of the Jefferson Highway in the Gonvick district has been surfaced with a coat of gravel and is now in splendid condition to withstand the increased traffic that is coming to this road.

Commissioner Chris Sorenson is the

man responsible for the excellent condition of the road. Ever since the highway came to Clearwater County he has worked untiringly to bring it up to the standard required and has done remarkably well when one stops to consider the small amount of funds at his disposal. Mr. Sorenson is entitled to a vote of thanks for what he has accomplished in the way of good roads in his district. —Gonvick Banner.

— Build Roads Now —

GOOD ROADS

The common roads of a country are not only necessary to its development, but their condition is a measure of its civilization. The highest type of mental and moral culture and development can not be attained without the means of easy and rapid communication between all parts and sections of the country. The railway and telegraph lines are the great modern civilizers of the world; but they are limited in their spheres of usefulness, because they do not reach the farm, the home, the country school house and church. The common road is the connecting link between these, and without it the progress of a widespread civilization must of necessity be greatly retarded. They are the foundation stones upon which the superstructure of society is erected, and upon which its symmetry, beauty and stability must rest.

Then, too, it is the youthful, intelligent rugged and ambitious who are thus being coaxed from the farm, whose society is needed to stimulate the sluggish, who are always content to see the world's great cavalcade go by while they remain in slothful isolation. If these conditions continue there is danger of a barrier being built up between the different classes of our people that will destroy that sympathy, intelligence and co-operation that is so necessary in our mutually dependent condition.

— Build Roads Now —

LOUISIANA CONVINCES DOUBTERS

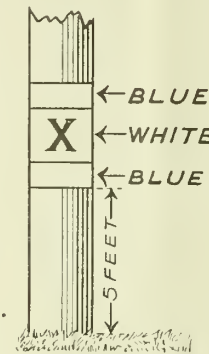
Dr. H. S. Joseph of Melville, La., writes:

I want to thank you for the interest you took in getting the data for me from the bureau of public roads, which I wired you about.

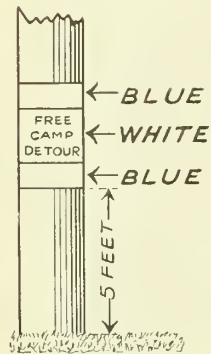
I had a conference with Mr. Buie last Tuesday and we are now circulating a petition to get the resident property owners and qualified voters to sign asking the police jury to call an election to vote \$150,000.00 additional bonds in this district to complete the road building plan.

Everybody has signed the petition and at the November meeting of the police jury the election will be called, and we will ask that the police jury certify to the federal highway department that there will be sufficient funds to meet the amount appropriated by them for the Melville-Palmetto Highway. We are still working away with the funds of the district and have the embankment built through the low swamp, i. e. the portion the doubtful "Thomas" said was impossible, also two seventy-five foot concrete bridges constructed.

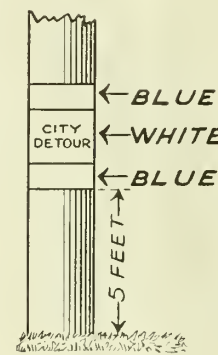
If we get the federal appropriation made available we will complete the dirt and concrete work this winter and be ready to lay the gravel early in the spring.



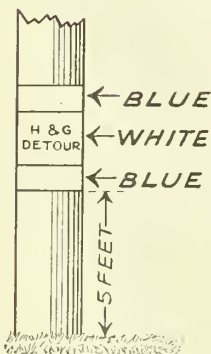
Standard Jefferson Highway mark each side of a railroad crossing.



Standard Jefferson Highway Free Camp Detour mark. The monogram J. H. is on the other side of the pole.



Outside Loup Standard Jefferson Highway mark around congested traffic area in large cities. The monogram J. H. is on the other side of the pole to the half way point.



Inside Loup Standard Jefferson Highway mark and garage marks in large cities. On both sides of the pole.

THE BENEFITS OF TRUNK LINE HIGHWAYS

Thousands of Dollars Spent by Travellers in Towns Along Highways

— Build Roads Now — Build Roads Now — Build Roads Now —

MONEY in the average town circulates. It moves in a circle from industry to employes, from employes to store, from stores to bank, and back to industry again. Additions from outside sources, therefore, are real gains, real profits to the community. Money left in town by tourists is such a profit.

Therefore the town that repels automobilists by poor roads, lack of signs and petty traffic restrictions is losing money. The community that goes out of its way to attract motoring travel is doing some real good for itself.

To draw the stranger and treat him well is more than merely advertising the town. It is making money.

An incident showing the monetary benefits received by the merchants and others in towns along the highways was recently called to the attention of the writer by the Automobile Club of St. Joseph, Mo.

C. F. Childs and family of Erie, Pa., and G. E. Ross and family of Hammond, Ind., traveling together called at headquarters for information and route sheets to Los Angeles. After securing same they asked to be directed to a hardware store stating they wished to buy a gasoline stove for camp use, then they asked for a place where they could purchase a folding cot, and lastly for the automobile agency handling their particular car as they wished to have it looked over before proceeding on their way.

Here is one instance where direct returns are seen.

The office manager of the St. Joseph club also stated that all through the summer the camp ground furnished by the club has been occupied nightly by travelers and in order to keep the grounds clean and respectable looking it was necessary to place large barrels on same for holding the trash and refuse of the campers, these barrels being emptied by the city work forces when necessary.

The great quantities of papers, tin cans, milk bottles and various other waste demonstrated the fact that business was being brought to the neighboring food supply merchants to say nothing of the repairs, tires, gasoline, etc., furnished the tourists.

Years ago when the country needed railroad facilities to get the products of the farm to the market, and to take care of the transportation needs, the people willingly voted millions of dollars in bonds to encourage railways to build through their communities. Every com-

munity wanted a railway and every community was willing to bond itself to the limit to get the trunk line or local railways through its community. An improvement of that kind was considered a good investment—and it was a good investment. The railways which the people voted bonds to get in the pioneer days helped to develop and build up the country to what it is today. Nobody disputes this fact.

After we got the railways in this country every citizen had to pay a toll to use the railway. The toll was paid in passenger fares and in freight rates. But the public, recognizing the great benefits of having the railways, did not complain. They said the service rendered was worth the price and continued to pay the toll—as well as the bonds—all these years, in some cases fifty years, without complaint.

Now what about the great trunk line highways which are to be built across the continent such as the Pikes Peak-Ocean-to-Ocean Highway from New York to California or the Jefferson Highway from Winnipeg, Canada, to New Orleans, La.?

Let it be said in this connection that the communities which are so fortunate as to get one or more of these great trunk line highways will, in a few years, value them more than they now value their railways. Mark the prediction—and paste this in your hat.

The trunk line highway of the future will carry more traffic, both of freight and passenger, than the trunk line railway, and in addition to this will serve the local needs of the community better.

But what will one of these transcontinental highways cost and what will be the toll in passenger and freight rates after the road is built? The cost of building the road will be comparatively light, for each citizen, and the cost of using the road after it is built will be absolutely nothing. There will be no toll in freight and passenger rates to pay.

Possibly if the people had voted millions of dollars in bonds for them they would appreciate them more.

A few years ago a few good roads enthusiasts caught the vision of the importance and the logic of laying out across the country trunk line highways to carry the traffic of the future, and they took their maps and their pencils and they laid out the roads, organized them, marked them, logged them, mapped them, got them adopted as county roads, and they grew into state and national highways with definite organizations back of them.

This was the beginning—and all this was done while skeptical people nodded their heads in doubt and pointed to the pioneer road boosters as visionary impractical theorists. But this did not deter them in pioneering the road movement.

So the great trunk line highways are laid out across the country—and now they are ready to be hard-surfaced. Many states and counties have already let contracts for the work and the other states and counties are making preliminary plans for building these highways. In some cases where communities through which they pass do not care and the citizens are unprogressive and apathetic, the roads have been changed and have been given to more progressive communities which appreciate the advantages and benefits of these highways.

If your town is a highway town it has wonderful opportunities and possibilities. What are you going to do with them?

— Build Roads Now —

LIKES THE MODERN HIGHWAY MAGAZINE

Backus, Minn.

My Dear Mr. Clarkson:

The new cover of "The Modern Highway" is a striking one. It adds a great deal to the magazine. It really puts it in the magazine class. How you can do it at the price you get for it beats me. You are putting some mighty good stuff between the covers. Each page is another punch for good roads.

The splendid work and enthusiasm developed in Minnesota four years ago this season has worked up and brought about the present good roads bill carrying an amendment to our state constitution whereby the state takes over the present state roads and builds and maintains them. The big road proposition has gone beyond the counties. It is now up to the state.

I feel that the Jefferson Highway is responsible for the splendid impetus given to our good roads movement in Minnesota. We are all working hard to put amendment No. 1 over on November 2. It means 7,000 miles of permanent hard surfaced roads in the best state in the Union.

We missed seeing you this summer on your trip over the line. However, I hope to have the pleasure of meeting you next winter at the regular mid-winter meeting. Keep up the good work.

Yours for good roads,

R. B. MILLARD.



Highway Towns Get the Business

THE MODERN HIGHWAY

Published Monthly by

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J. D. CLARKSON
Editor

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Volume V

NOVEMBER, 1920

Number 10



STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of The Modern Highway, published monthly at St. Joseph, Mo., for October, 1920.

County of Buchanan,
STATE OF MISSOURI, ss.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Stephen A. Moore, who, having been duly sworn according to law, deposes and says that he is the Office Manager of The Modern Highway, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publishers, editor, managing editor, and business managers are:
Publisher, Jefferson Highway Association, St. Joseph, Mo.
Editor, J. D. Clarkson, St. Joseph, Mo.
Managing Editor, J. D. Clarkson, St. Joseph, Mo.
Business Manager, J. D. Clarkson, St. Joseph, Mo.
2. That the owners are Jefferson Highway Association. No capital stock.
3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.
4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholders or security holders appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

STEPHEN A. MOORE,
Office Manager.

Sworn to and subscribed before me this 23rd day of November, 1920.

(Seal)

MAX ANDRIANO.

My commission expires June 9, 1923.

THE SPIRIT OF HIGHWAY BUILDING

The Welfare of the Nation Depends On It

— Build Roads Now — Build Roads Now —



EVERY industry of the nation, its educational, moral, and religious advancement, its food supply, which takes hold directly of every man's welfare, will suffer irreparable damage unless we enter upon a highway building period by comparison with which even all the highway construction work now planned will sink into insignificance.

Individuals paid out last year for automobiles and motor trucks, tires and accessories about \$2,500,000,000, and some automobile makers claim that the sales in 1920 will be twice as great as in 1919. It seems safe to estimate that the total in 1920 for automobiles, motor trucks, tires and accessories will aggregate nearly \$4,000,000,000.

The amount spent by all the counties and states and the national government for the building of highways over which automobiles and motor trucks will run figures up to but a beggarly percentage of the vast sum spent for these great additions to the nation's business activities.

Five times as much money is being spent for automobiles and motor trucks and tires as is being spent for the expansion of railroads of the country.

Five times as much is being spent for these things as will this year be expended on all the highway work in this vast country. It is true that the amount projected for this year is a little larger than one-fifth would be but it is hardly possible that arrangements will be completed by which the total amount available will be put out during the year.

The counties, the states and the federal government must carry on highway work commensurate with the meaning of highways to civilization and with the magnitude of expenditures that are being made, through automobiles and motor trucks, for increasing the transportation facilities of people and things.

The railroads cannot possibly catch up with the growth of the country. They are ten years behind time.

Neither government ownership, with all the financial backing of the nation, nor private ownership, with all the energy and the capital which the great financial interests of the country can throw into railroad expansion, can within the next ten years bring the railroads up to the degree of efficiency which will be required.

The magnitude of the passenger and freight traffic is growing far more rapidly than it is possible to build railroads and expand existing facilities.

In 1916 the Manufacturers Record, in a carefully prepared statistical statement, showed the inevitable breakdown of the railroads of the country through a growth of traffic which would far exceed the growth of their facilities unless there should be a vast expansion of railroad work.

The only possible light upon the transportation situation which can now be seen is the extension of motor truck and automobile facilities rapidly enough to lessen the strain on the railroads to meet the growing needs of the country. Imagine for one moment the chaos which would exist if there were no automobiles and no motor trucks anywhere in America to lessen the pressure upon the railroads for passengers and for freight. The situation would be inconceivably bad.

The growth of the railroads cannot be made rapid enough to meet the conditions which are ahead of us.

The automobile and motor truck have taken rank among the outstanding influences of the world. They mean to the advancement of civilization fully as much as the first railroad meant in human affairs. Their growth surpasses anything that the world has ever known in any other industry, and yet every student of affairs is compelled to recognize that the automobile and the motor truck are still in the infancy of their usefulness.

The highway of the most modern construction, capable of standing the severest motor truck traffic and of sufficient width to justify practically any density of traffic, becomes to the country today more important than was the building of our vast railroad system.

Until we build highways far out into the country, and connect up practically the entire farming sections with the nearest markets, we shall not be able to stem the rush of population from the country to the city. The danger of this trend away from the country, which is causing city population to increase four times as rapidly as the country population, does not yet seem to have been fully understood. The individual boy or man, finding that he can do better for himself financially in the city than in the country, rushes to the city for employment.

He becomes a consumer of country products, whereas when on the farm he was a producer. The number of these consumers is growing so rapidly that the nation must soon face the problem of how to feed city population. In olden days, before this trend was pronounced, roads everywhere were bad and city conveniences had not been fully developed. Farm life had about as many comforts and attractions as the city, but when we entered upon a marvelous industrial expansion which changed the whole character of the nation and, indeed, of the world, we entered a new epoch. We must meet its problems.

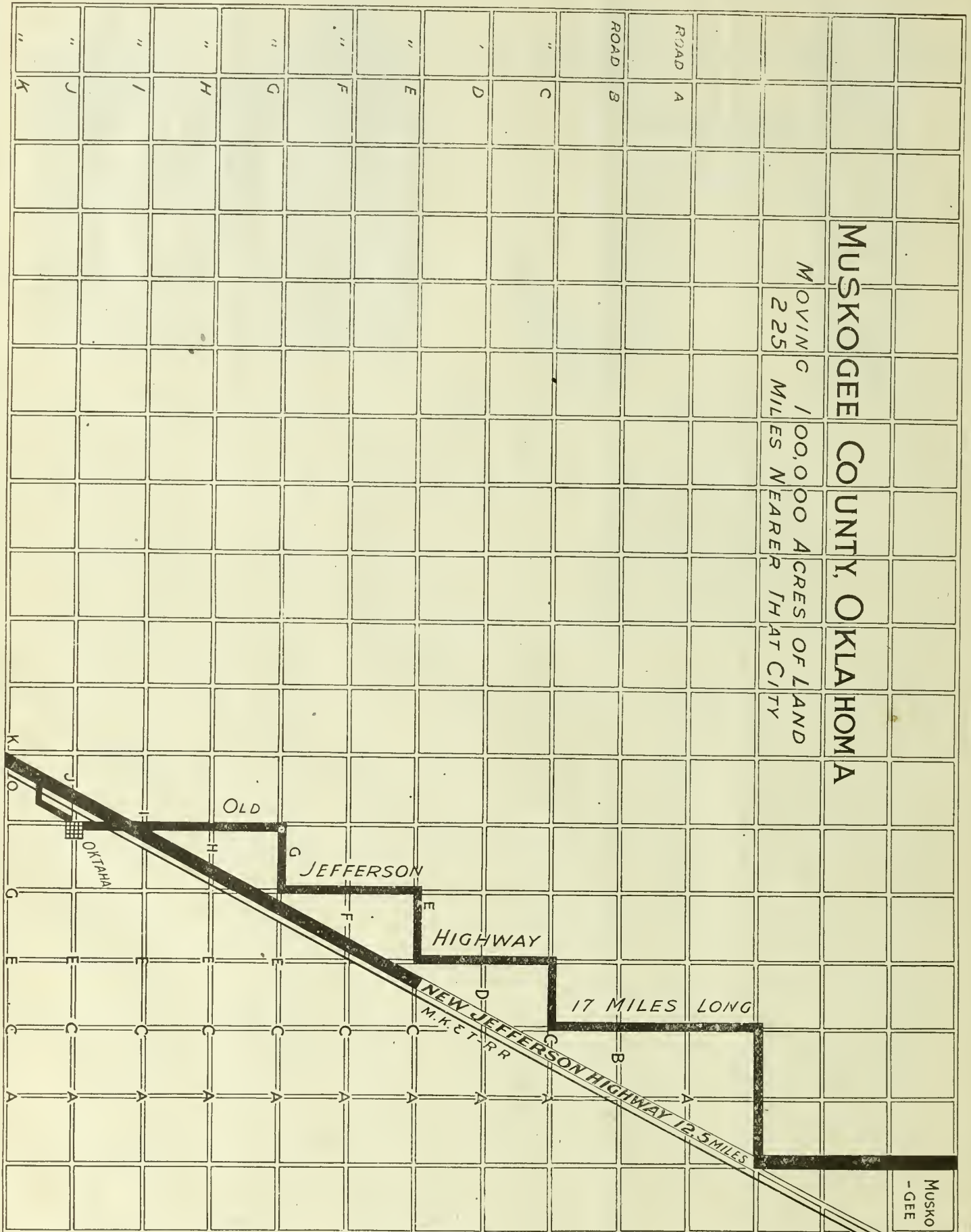
Standing out far and above all other issues is the one dominant question of good highways—as the factor in keeping people in the country. If country life is made as comfortable and attractive to country people as is city life, we shall lessen the movement toward the cities. Until we do this, we cannot hope for any increase in food products.

Highway building is one of the supremest issues before this country. Upon it rests to a large extent the socialistic and anarchistic unrest, based to some extent on the scarcity and high prices of food or on a better living condition for people everywhere through the adequate development of agricultural activities resting on good highways. As the country church cannot live in the old half-dead way of the past, shut off by mud roads in the winter and almost impassable sand in the summer, neither can the country school longer live to do its duty if the children are hurried by the all-compelling influence of the hour away from the farm to the factory and the city.

The man who does most for the advancement of civilization outside of the actual preaching of the Gospel will be the man who most largely helps to develop a spirit of building highways and who does the most to carry out the actual building of these highways.

The highway builder, therefore, becomes a missionary of the Gospel, a missionary for education and a missionary for better social conditions, and his influence will be tremendously helpful in putting the whole nation on a higher plane of religious, moral and material progress than it has ever known in the past.

Let the nation build highways in this spirit.—Manufacturers Record.



MUSKOGEE COUNTY SETS THE PACE

100,000 Acres of Land Moved 2.25 Miles Closer to Market

— Build Roads Now — Build Roads Now — Build Roads Now —

MUSKOGEE County is entering the last lap of its extensive drive to build a county wide system of gravel roads. The program, as originally outlined more than two years ago, called for expenditure of more than \$2,000,000 in good roads. The middle of 1921 will find the county with 365-days-in-the-year roads touching every town and rural community of any importance. The roads are being built with money raised by special taxes instead of bonds.

Cost Comparatively Low.

Tulsa, Wagoner, McIntosh and Pittsburg counties to the north and south of Muskogee County, are also building hard surfaced roads. When these projects are completed early next year, motorists will be able to drive from Tulsa to McAlester, a distance of 135 miles, any day of the year, under any kind of weather conditions.

Muskogee County is paying \$10,000 a mile for hard roads after the grading is done. The cost of cement or asphalt roads in other sections of the state has been from \$40,000 to \$50,000 a mile.

The first stretch of Muskogee County road, consisting of 4½ miles, was built in 1918 at less than \$9,000 a mile. Cost of maintenance has been only \$500 in that time and the road is still in good condition. This first link in Muskogee County's highway system was built of clean gravel from the Arkansas River, laid eight inches thick, with a 3-foot shoulder on each side of the graveled portion. It was not rolled at the time it was put on, the rolling job being left to traffic. The gravel was shipped fifteen miles by railroad and hauled an average of three and one-half miles with teams. Clay from the roadbed was mixed with the gravel as a binder.

The second link in the county system of roads, built as an addition to the first 4½-mile stretch, cost \$5,000 a mile. It was not necessary to haul the gravel as far this time. This time the gravel was laid on the clay of the roadbed and a large plow used to turn the gravel into the clay. More soil was placed on the top and the surface rolled. This was made in a late fall and rains cause the road to become muddy. However, when the gravel became thoroughly mixed and the clay began to bind the surface together the road remained hard and smooth.

Several links in the county-wide system of roads are being built now, the principal one being a 30-mile stretch from Muskogee south to the county line, where it joins another hard road. The gravel used in this road is hauled from the flint hills of Mayes County. The gravel is being laid nine inches deep and rolled with a ten-ton roller. No traffic is permitted on this stretch until the work is completed.

Gravel Road Easily Repaired.

It has been found that a gravel road can easily be repaired by tamping down some of the gravel and clay mixture into the hole that is beginning to form. The patch readily adheres to the road material. The average width of these

gravel roads is eighteen feet. Adding the width of the road shoulders the total width will average nearly twenty-four feet.

The county commissioners of Muskogee County are receiving inquiries from all sections of the state asking: "How did you do it?" The commissioners reply the secret is the system of taxation for the roads instead of a bond issue that matures long after roads are worn out. They see the opportunity of mixing gravel from their rivers and hills with the clay of the roadbeds as a natural binder. And they believe in paying for the roads as they go along.

In addition to setting the pace in building gravel roads Muskogee County set a good example by cutting out a half score or more right angled turns and two railroad crossings in building the Jefferson Highway from Muskogee south to the county line straight down the M. K. & T. R. R. right of way.

By this simple process, possibly without realizing it Muskogee County has performed some tasks for the present generation and for posterity, the value of which is beyond comprehension.

Give her credit for building good gravel roads for the use of people now on earth while others have been wasting their time wishing for concrete roads, which they are no nearer getting than they were five years ago. But this is only a minor credit.

Give her credit for saving the cost of construction of 4½ miles of road by shortening it that distance from Muskogee to the McIntosh County line, say approximately \$50,000.00 for grading and draining. This is only a minor credit also.

Give her credit for saving the cost of maintenance of 4½ miles of road for all time to come. A big item but still a minor credit.

These are well worth consideration but she has performed some Herculean tasks in comparison to these.

For her own people:

She has saved from .4 of a mile to 4.5 miles of travel and expense of operation in traveling or moving products to Muskogee for all the present and future population living in the south and west part of Muskogee County who use the Jefferson Highway.

Putting it in another way, she has performed the wonderful feat of moving all the land, (See diagram page 12.)

On road AA (10240 acres) .4 miles nearer,

On road BB (9600 acres) .8 miles nearer,

On road CC (9600 acres) 1.2 miles nearer,

On road DD (8960 acres) 1.6 miles nearer,

On road EE (8960 acres) 2 miles nearer,

On road FF (8640 acres) 2.5 miles nearer,

On road GG (8320 acres) 2.9 miles nearer,

On road HH (7680 acres) 3.3 miles nearer,

On road II (7680 acres) 3.7 miles nearer,

On road JJ (7360 acres) 4.1 miles nearer,

On road KK (3520 acres) 4.5 miles nearer,

to Muskogee for all highway transportation purposes. A total of 90,560 acres west of the Jefferson Highway and enough on roads A, C, E, G and I east of the Jefferson Highway to make the grand total over 100,000 acres, which has been moved an average of 2.25 miles nearer a trading point of 40,000 population.

The ramifications of a complete analysis of the benefits to come to Muskogee County alone, by the simple process—not of building a good gravel road—but of building a road in a diagonal line across the county following the line of the Missouri, Kansas and Texas Railroad—would reach into the infinite.

Suffice it to say for this issue that so far as the cost of that road to the taxpayers of the county is concerned—the cost is NOTHING. It can be demonstrated that the saving in time and cost of power made possible by the shortening of the road for 100,000 acres a distance of 2.25 would pay for the entire construction cost in less than the life of the road.

In passing it is only fair to say that the people of Muskogee County showed good sense and some courage in constructing a good gravel road in the face of an unreasonable clamor for concrete or brick roads in localities that can not afford to build them.

The example of Muskogee County in using gravel (or rock) and paralleling the M. K. & T. tracks is commended for consideration to the other seven counties in Oklahoma on the Jefferson Highway where similar action has not been taken.

The diagonal course of the M. K. & T. railroad through Oklahoma is a decided asset to the Jefferson Highway counties. The Katy railroad mileage is thirty-five less than the Jefferson serving the same towns. Muskogee has cut 4.5 miles out of this handicap. What are the other counties going to do?

Here is a live issue for President Dodd, Secretary Moffatt and the inter-county committees to take hold of and work out, with actual examples in Muskogee, Bryan and other counties.

Next month will be discussed the national and international importance of Muskogee's action.

— Build Roads Now —

A liberal reward will be paid for information leading to the arrest of a party whom when last heard of called himself

A. Altswager

Probably going under a different name now.

This party has represented himself as a solicitor of subscriptions for the Modern Highway and has sold and collected subscriptions therefor.

The Modern Highway

St. Joseph, Missouri

ROAD MAINTENANCE

As Seen From the Motorist's Standpoint

—Build Roads Now—Build Roads Now—Build Roads Now—

YOU and I and everyone else in the fraternity of automobile owners, which now is 7,000,000 strong and representative of an aggregation of 200,000,000 horsepower harnessed for the propulsion of passenger cars—leaving out of consideration the 500,000 trucks which now are in active service—are interested in road maintenance from the motorist's standpoint. It is quite remarkable how highway upkeep ekes its way in among our treasured conceptions of what the eleventh commandment should cover when we pass from the status of humble pedestrian to a position among the fortunate family of car owners. When we relied on shank's horses as our means of locomotion, all we demanded of the roads were that they be passable for foot traffic. As motorists we require that the highways be smooth, uniform, durable from side ditch to side ditch and that these conditions be permanent and dependable assets and not fluctuating, fly-by-night fantasies.

Road maintenance from the angle of the roadbuilder has passed through a revolution of as marked significance as that which was introduced about a century and a half ago when our ancestors attempted to convert Boston Harbor into the largest teapot this nation ever utilized. A decade or so back, the fundamental object in road construction was to make the highways resistant to horse travel and the normal wear and tear incident to the passage to and fro of every kind and type of the Dobbin family.

With the rapid popularization of the motor car not only as a pleasure vehicle but also as a medium for freight transportation, the roads which were qualified to withstand the tramp of horses' feet as long as the pyramids endured soon began to ravel and rut and rush towards complete disintegration under the devastating impact of horseless carriages and trucks. Roads designed for horse travel soon developed into hideous nightmares, as far as motor traffic was concerned. As a consequence reforms in road building have been conceived and nurtured into successful application and practical utilization.

The present consensus of opinion among experts in highway construction and upkeep is that in the case of a road composed of a loose aggregate, the surface binder must be sufficient to insure that any motor traffic—no matter how congested and continuous—will not ravel the surface. In a nutshell this means that the road of tomorrow is edging more and more towards the tight aggregate method of making—most aptly illustrated by the efficient concrete and concrete brick pavements now in use. Furthermore the indications are that the use of light oils for the surface treatment of poorly seasoned macadam is not adequate and efficient and is very expensive both from the viewpoint of the roadbuilder and the motorist user of the traffic path. Such a road ultimately will ravel and as a direct result will cut the automobile tires. Shortly it will begin to break into holes or ruts in which condition it

is deleterious to the motor car and all its component parts.

The best preventive and cure-all for loose aggregate roads which become relatively porous and traffic-dented during short periods of active service is to supplant them by the popularization of the alternate type of construction as exemplified by the bituminous macadam, tight aggregate macadam, concrete and brick roadways. Such systems of construction eliminate the opportunity for early raveling and hence affords a desirable control both from the standpoint of the contractor or county, state, or federal authorities who wish to produce durable roads at expenditures as economical as are consistent with comparative permanency as well as from the angle of the motorist who desires easy travel and as low as possible depreciation on his machine due to defective highways.

Motor car operatives can aid materially in the road maintenance work by not running in the ruts and worn grooves of the defaced highway until such defects can be repaired. The tendency of automobile traffic is to follow the leader, to gambol after the first offender, who as bell wether leads his like over the damaged parts of the road surfaces. The perpetual pounding over the scarred surfaces of the road aggravate the damage to the extent that an original insignificant injury develops into a deep rut or wavy depression which is difficult to repair and which subsequent to such doctoring requires frequent and regular nursing to keep it in passable shape.

During the winter season it is extremely difficult for the car driver—and particularly those who travel country roads which usually are snowbound except for the beaten paths and ruts made by one track traffic—to avoid damaging the highway. The macadam is usually softened by the snow and water and this condition attended by the fact that the cars have to travel in the beaten paths of the machines and wagon traffic which preceded effects considerable damage to the road which is at all responsive to unusual abuse. In such instances the defects should be repaired as soon as possible when the weather moderates to favor such activities. Unless the snow is removed from the surface of the roadway such injury is unavoidable and is subject to surcease only where motor traffic is reduced to a minimum during periods when highways are in such condition.

In the main, what damages the roadway, also injures the automobile. The driver who exercises every possible precaution to minimize the wear and tear on his car while in active use, usually effects but light depreciation and damage to the thoroughfares which he follows. The faster the machine is driven—and this is particularly true in the case of heavily-loaded trucks—the greater is the damage to the machine itself and to the road over which it passes. A maximum speed of ten miles an hour for large trucks, cargoed to capacity, is about as fast as such traffic should travel where the durability and longevity of the high-

way is of importance to the operative. In special instances of rush orders, or hurry-up calls, a speed of twelve miles an hour might occasionally be permissible, although the ten-mile gait is much better adapted to the average highway, other conditions being equal.

Whenever roadways begin to wear and rut, they should be repaired as expeditiously as possible. If you have bounced, jostled, caromed and cavorted your heiroglyphical course along a battle-scarred and badly-dented highway which has begun to rust and rut out a busy existence, you will not be at all remiss in urging the proper authorities to cater to the needs of any road in your vicinity which evidences signs of such depreciation. If you neglect to electioneer for road maintenance and better highways in your locality, the toll which you will pay in automobile tires, spring breakage, engine adjustments and the thousand and one other ills which the motor car—which is forced to go where it never was made for going—can develop will be high and rapidly accumulative.

On the other hand, if the roads in your section are allowed to depreciate lamentably, you ultimately will pay the piper in another manner in the increased taxation which must finally obtain when funds must be forthcoming for the building of new highways to replace the neglected ones—American Motorist.

—Build Roads Now—

MISSOURI AUTO LAWS GOOD

It appears from the result of a conference held in Jefferson City by representatives of the automobile clubs of Kansas City, St. Louis and St. Joseph, that the next legislature will not be asked for any general changes in the state automobile laws. In addition to representatives of the state highway board and Secretary of State Sullivan, who is the head of the state automobile department, the three cities were represented as follows: Frank Hoover and Judge Frank Rozelle of Kansas City, George Mackay, Ernest Reeves, William King and Roy J. Britton, all of St. Louis, and Wm. E. Spratt of St. Joseph.

It seems that the existing law is giving general satisfaction, and that the only changes the legislature will be asked to make will be to correct small errors in the law and concerning the adoption of better safety devices. No effort will be made to change the cost of state licenses, although it appears that the sum exacted, averaging about \$7.50 a year, is below the charges in many other states.

Following the election it is probable that there will be another conference when it is expected that all the cities of any consequence, and having automobile clubs, will be represented.

NO STATE AID IN KANSAS

Does Not Furnish Money to Counties for Roads

— Build Roads Now — Build Roads Now — Build Roads Now —

KANSAS is one of the three states in the Union which have thus far failed to provide any state money with which to aid the counties in road improvement. This has been due to the fact that the constitution prevents the state from engaging in internal improvements. The legislature of 1919 passed an amendment which will be submitted to the voters at the general election in November this year which provides that the state may aid in the construction of highways to the extent of 25 per cent of the cost and not more than \$10,000 per mile.

W. C. Markham, secretary of the Kansas highway commission, recently published a pamphlet in the interest of this constitutional amendment. This contains many interesting and useful facts and outlines several plans by which a state may produce funds with which to aid the counties. The following paragraphs are quoted from Mr. Markham's pamphlet:

"Some years since it was emphatically decided that this was a union and not a confederation of states and that the federal government can so legislate that the strong shall help the weak in anything that is for the common good.

"If it is reasonable that the federal government should aid the several states in road building on the theory that we thus arrive at the most equitable distribution of the cost of something that is necessary for the common good, it is just as potent that the states should aid the several counties under their jurisdiction.

"The entire state pays towards the upkeep of our asylums and no one questions the equity of the charge. The entire state contributes to the maintenance of the state detention for law violators and yet none of us cares to wear stripes in order to get back his share of such enforced payments.

"If it is not equitable for the state to aid in building roads, why is it equitable that all the license fees go to dragging country roads when many auto owners live in the cities and must pave the streets at their own expense.

"State aid means to help many a county over the hill of expensive road construction which now stands as a barrier between counties rich in valleys and having large and wealthy market centers. Not long since, in a certain Kansas county, the people were preparing a petition and arranging the benefit district to be described therein. One farmer protested against his assessment being the same as that of his neighbor because there was no grade work to be done in front of his land, while there was a stubborn hill to be effaced in front of the farm of his neighbor. And yet this self-same hill has for thirty years kept this farmer from hauling a full load to market.

"There are at least three methods that may be used by the legislature to raise the funds for state participation in road building:

"One is by the levying of a mill tax on all kinds of property and limit the aid each year to the amount raised.

"Another would be to issue bonds from year to year to cover the 25 per cent aid to the counties which have constructed roads.

"A third method is to secure the funds by the use of the automobile license fees. This method is in use in many states. Virtually all the states in the Union use at least one-half the auto license fees for this purpose and many use all the fees.

"Levy a tax of 1 cent per gallon on gasoline, make a minimum license on automobiles of \$15 and exempt the auto from personal tax."

It would be a grievous mistake for Kansas to place the entire burden of raising this state money entirely upon the motorists who in Kansas are composed largely of farmers. The plan of levying a mill tax would be far more equitable for then the burden would be borne by all interests somewhat in proportion to the benefits received. This would be in line with the axiomatic thought expressed by Mr. Markham in his pamphlet that the public road is a public care and when all of the people are likely to use a road all the people should have some part however small in paying for it. There could be no objection to placing the burden of maintenance of state roads on motorists as is done in most states, but the burden of construction should be borne by all, share and share alike, in proportion to the value of property owned.—American Motorist.

— Build Roads Now —

FACTS ABOUT AUTO INSURANCE

When a motorist is puzzled about insurance it is most natural for him to look to his dealer or garage man for information. A little knowledge of insurance on the dealer's part is therefore very often a pleasant thing to have. As most dealers know, automobile insurance is divided into several forms.

Liability insurance covers the person insured against claims for personal injuries to any member of the general public caused by the operation or maintenance of automobile specified in policy.

Liability damage covers the liability of the insured for damages to the property of other persons caused by the motor car specified in the policy.

Collision insurance covers damage to the insured's car by reason of a collision with some object either moving or stationary.

Fire, theft and transportation insurance covers damage to the car itself by fire from any cause. It also covers loss or damage from theft or through the stranding, sinking, colliding, burning or derailing of any conveyance while the motor car which is specified in the policy is being transported by land or water.

As has been often pointed out the various courts have held in numerous

cases that liability for bodily injury or property damage does not always attach to the person owning the car, and persons who are not owners may be held responsible for accidents caused by use of borrowed motor cars. In cases like the above, the liability of the insurance company is limited to the persons named in the policy. If persons other than the owner are permitted to take a car out for their own use they are liable for accidents while they are using it. Of course they may be covered and included in the policy by the payment of a small additional premium.

As to collision insurance, it is common for an insurance company to write two kinds, that is, full collision and deductible collision. Under a full collision policy, all damage to an insured person's motor car is covered. Under the deductible collision form, a person insured must pay the first \$100 of all losses himself before the company is required to pay anything.

It is well when a car is insured to see just what extra adjustment is attached to it. The ordinary policies read that the companies insure "the body, machinery and equipment of the automobile described herein." This provision has been held not to include extra equipment. If, therefore, tools and accessories are added to a car other than those regularly furnished by the manufacturer as part of the regular equipment, additional insurance should be taken out on the extra equipment. This additional premium usually amounts to but a few dollars, and if the additional equipment is not insured there can be no recovery for it.

It is well to remember when taking out an automobile insurance that it is only a proper precaution to make all checks payable to the insurance company and not to your broker. If checks are made payable to the broker and the broker appropriates the money for his own use and does not pay the premium, you will have to pay it all over again or have your policies canceled because the broker is your agent and not the company's.

Every insurance policy should, of course, be read over very carefully. In connection with this, when reading policies I might advise that dealers look over the policies of the so-called "mutual companies" very carefully. Oftentimes these "mutual companies" cut rates, that is, charge a lower premium than the stock companies.

These policies also provide that the constitution and by-laws or whatever other name the rules and regulations promulgated by the companies are called, are binding on the insured.

In case of any accident when automobile insurance is carried, the policy should immediately be carefully examined and notice should be given to the company when and where the policy provides. It is a good practical idea to make a short memorandum of what automobile policies provide as regards giving note and either keep the memorandum in the car or on your person.—Motor World.

LAWS TO MAKE ROADS SAFE

Some Suggestions for Proper Legislation

— Build Roads Now — Build Roads Now — Build Roads Now —

SUGGESTIONS for proper legislation regarding automobiles are made by John J. McInerney, general counsel of the Rochester Automobile Club, in a recent issue of the Rochester Herald. Some of the ideas he advanced are given in the following portions of his article:

Since the automobile industry is the third largest in the country; since millions of dollars and thousands upon thousands of men are employed in said industry, and since nearly every home has its attachment to one or more automobiles; the active and organized motorist may well be the mouthpiece for such a class.

The motorist has justified his dreams of road building so that the city man and the country man are all in accord that the advanced view of the motorist for good roads has been justified beyond peradventure.

The dream of the motorist for good roads enhanced the value of farm property. It caused much of the "back to the farm" movement, and today, when there is congestion upon the railroads, has made possible a relief for speedy and elastic transportation.

The highway truck system could not have obtained under our old system of roads, and in these days of car shortage, or railroad turmoil and trouble, the new system is welcomed by the alert business man in order to have his wares transported throughout the state and nation.

Highways Pay Big Returns.

It was once thought that money put into the highways was money expended that would give little return in wealth to the state, but today every dollar put into the highways is invested rather than expended and is returning tenfold the wealth of the state for the people of the state for every dollar so invested.

The progress of any state may be well judged by the good roads of that state, and the Automobile Club of Rochester, being a pioneer in that work, takes to itself the credit of assisting in making New York state in that feature alone the most progressive.

Mirrors For Trucks.

There should be an effort made to compel motor truck owners to provide mirrors for their trucks, large enough so that the driver may occasionally glance at his mirror, even when he does not intend to make a turn. Wide loads on narrow roads, rumbling loads that drown the noise of a horn, are becoming a serious matter on the highways when one attempts to pass a motor truck. One can not blame the truck driver for getting the best road possible and in his ignorance of the fact that someone is attempting to pass him, he desires to continue on that road selection; but there should be some means of warning him by act of his own that someone is endeavoring to pass him, before the passing automobile is crowded into the ditch.

Larger mirrors and uniform usage of them would accomplish that fact and such equipment would save untold litigations that are bound to grow out of the

efforts of a passenger automobile to pass a truck, and then to have that truck force the passenger automobile into the ditch. Mere physical contact is not necessary to produce harm to the passenger car. The fact that the driver of the passenger car is intimidated or forced against some obstruction, together with the fact that the truck hogs the road, is sufficient to predicate a cause of action.

Safety on Highways.

We will never have safety on the highways until we have compulsory insurance of compulsory form of liability bond or compulsory justification of the right to drive a car on a highway. We shall always have inexcusable accidents so long as we have irresponsible drivers. If a taxicab or an automobile can speed the highways, giving no thought to liability if an injury is caused, then the fault is that of the law-making power of the state as reflected by the inactivity of the people of the state generally. I speak for no insurance company for no bonding company, but do believe that a substantial bond supplied, or justification given before an official charged with granting permission to operate a car showing that the driver had sufficient means to defray the expenses and damage that may be caused by him would be a salutary way of causing greater safety on the highways.

Some motor organizations have, for some reason or other, fought this idea. Some officials of the motor car manufacturing organizations, though insured themselves, seem to think that they are serving someone by letting the uninsured and irresponsible motorist helter-skelter along the highway. The perspective of those persons is surely faulty. Every time that they oppose a bill that is well founded in law, they do injury to the highway system and to the usage of the highway system by the motorists of the state, and these facts can not be discussed too openly or stated too bluntly. The inherent reason why the car manufacturer opposes such qualification is that he believes the insistence upon that qualification would stop the sale of motor cars. Times have changed and it is the danger on the highway that deters the few who do not purchase motor cars; but having once got the idea in his mind he is not sufficiently progressive to change and year after year he opposes legislation that would make safety on the highway and greater purchases of motor cars.

— Build Roads Now —

RELATION OF THE CHURCH TO GOOD ROADS

The time has come when the churches especially those located in small towns or in country districts, should stand solidly behind the good roads movement.

For centuries, the church, by its influence on the people, has been a force in the creation of better roads. People have sought out their particular place of worship in spite of bad roads; have endured

hardships of travel Sunday after Sunday when winter snows and spring rains made the roads almost impassable. These hardships made the people wish for better roads.

Perhaps it was only on Sundays that many of the dwellers in rural communities had occasion to use the highways, especially during the early days of this nation, and it is certainly true that this weekly contact with mudholes and mire was a deciding factor in the minds of many when the question of spending money for better roads was raised in the township, county or state.

Having been, with such good effect, a silent force for the improvement of highways, the church should now, when the good roads may be had at less cost to the community through federal aid, and perhaps state aid, raise its voice in urging the passage of local good roads bond issues, at least.

Where good roads exist, the church has prospered. Enriched by the fruits of better highways, the congregation has been liberal in improving and maintaining the church. The size of the congregation has increased, and those to whom the opportunity for Christian service has been given are made the leaders of larger groups of followers and the possessors of a wider opportunity for furthering the teachings of Christianity.

Just as the good road has enlarged the areas from which the congregation is drawn, so has the automobile helped to create a wider range of influence for the church. The sight of several dozen cars parked about a country church is not uncommon in districts where roads have been improved. And it is a notable fact that people will often attend the church which can be reached by good roads in preference to the one located on an unimproved highway.

The church cannot afford to disregard the influence of the highways any more than those who realize the importance of good roads can disregard the part Christianity has played in furthering the movement for better highways since the beginning of time.

It has been said that the Crusades were made in spite of a lack of roads, but that the Crusades demonstrated the need of roads by developing commerce between the East and West.

So does any great movement which affects a majority of the people have other consequences which cannot be disregarded if civilization is to advance and humanity is to go on "in the highways, on which one goeth up to the house of God."

CARRY TOWN AND STATE PENNANT

PITTSBURG

 ON JEFFERSON HIGHWAY
KANSAS

 Albany, N. Y., Cameron, Mo., San
 Francisco, Cal.

HANNIBAL

 ON PIKES PEAK OCEAN TO OCEAN HIGHWAY
MISSOURI

— Build Roads Now — Build Roads Now —

IN these days of automobile travel ones best friend may be passing within fifty feet without recognition.

This summer Robert T. Whitelaw of Albany, N. Y., was motoring west to visit a brother in San Francisco.

It was to be a surprise so no word of the intended trip was sent ahead.

As chance would have it James L. Whitelaw of San Francisco all unknown to his New York brother had concluded to take his family and make an unheralded visit in Albany.

While James L. was taking on gas at Cameron, Mo., he noticed a car approaching and about to pass carrying an Albany, N. Y., pennant. The Albany pennant attracted his attention to the occupants and as the car was about to pass he recognized his brother, Robert, hailed him and a family reunion was immediately in progress.

At its conclusion each was insistent on being the host at the end of the trip. It required a flipped quarter to settle the discussion. Heads and both cars proceed to New York, tails and both cars proceed to California. Heads won and the California brother and his family spent the summer in New York.

This may be regarded as a lucky incident but there was more than luck in it. It was luck that they both were using the Pikes Peak Highway but the recognition was made possible by the display of an Albany pennant on the New York car.

Without this each brother and his family would have had a transcontinental trip, seen much country and many people but would not have seen each other or had a family reunion.

Those who travel by auto without displaying their town and state pennant never know how much pleasure they miss by failing to meet and greet friends and acquaintances taking similar trips on the same road.

— Build Roads Now —

A CALL AND A PROMISE

The following was received too late for publication last month in The Modern Highway but we are printing it now hoping it will be the means of stirring other communities to similar action.

Hannibal, Mo.

With the beginning of the fall rains, dirt roads become impassable unless dragged after every rain. The tourists attracted to our highway by its national prominence will be boosters or knockers for the highway and our communities, according to how they find the roads.

If our highway is to be properly maintained we must organize to drag the roads during the fall and winter months. Unfortunately for us there is only a very small part of the mileage which is a part of the county-seat to county-seat system and therefore does not receive state aid for dragging.

The Hannibal Chamber of Commerce is willing to put time and money into dragging the Pikes Peak-Ocean-to-Ocean Highway across Missouri from now through the fall months.

On behalf of the officers of the Missouri Division I am calling a meeting of representatives of the towns on the highway between MACON and HANNIBAL to meet at SHELBYNA.

To overcome the numerous complaints from tourists on the condition of our highway, (which will be much worse since the fall rains have started), and for the pride in our home communities, we should do something to improve our roads. We must act promptly!

Attend the meeting at Shelbyna, if you can, and bring a good delegation with you.

Yours for better roads,
 H. A. SCHEIDKER,
 Secretary.

— Build Roads Now —

UNIVERSITY OF MICHIGAN, ANN ARBOR

Department of Civil Engineering.

Dear Mr. Clarkson:

During the winter period of 1920-1921 several Graduate Short Period Courses in Highway Engineering and Highway Transport will be given.

As the University of Michigan is probably the only educational institution offering Graduate Short Period Courses arranged especially for men engaged in the practice of highway engineering and highway transport, I thought the announcement might be of interest to some of your readers.

With kindest regards, I remain
 Sincerely yours,

ARTHUR N. BLANCHARD,
 Professor of Highway Engineering and Highway Transport.

NOTE—Those interested should write to the University for particulars. The courses extend from December 8th to March 25th.

— Build Roads Now —

TOURIST PARK READY FOR USE

Shreveport's first tourist park has been opened for use by the public free of charge. It is a gift from Will Mercer and J. H. Adger of the Shreveport Sweet Potato Company, near whose curing plant it is situated.

Through their courtesy, the former being chairman of the good roads committee of the chamber of commerce, free water and fuel (wood) are available to

all who use the camping place. While lights are not installed in the park, there is plenty of illumination furnished by several industrial plants in the vicinity.

This park is not very far from the state fair grounds, and many automobile parties are expected to use it during the state fair. It is already open to anyone wishing to enjoy the conveniences it offers, and promises to soon become popular with tourists.

Plans are under way for another tourist park to be established in Shreveport. Those encouraging the movement hope to have it ready for use before this year's fair is opened, October 28, as it would accommodate numerous camping parties at the time when the housing problem is more or less acute.

— Build Roads Now —

LOUISIANA POLE MARKING

Shreveport, La.

Mr. R. D. Nibert, Sec'y.,

Bunkie, La.

Dear Sir:

Confirming our telephone conversation of yesterday and referring to copy of your letter of August 23rd to Mayor Ford, beg to advise that Mr. N. J. Gardner has marked the Jefferson Highway through this city, the work in my opinion being done in first class shape.

The Chamber of Commerce paid him for 175 poles—the poles in 54 city blocks being marked—and the Highway Association paying for two poles in each block, making a total of 108 poles.

Yours truly,
 J. K. WALKER,
 Secretary.
 Shreveport, La.

Mr. J. D. Clarkson,

St. Joseph, Mo.,

Dear Mr. Clarkson:

Your sign painters have just passed through our town and through the good roads committee of the Chamber of Commerce we gave them the contract to mark every pole in the city and they have made us a very good job and it looks fine too I know to the stranger in the city.

Our parish is also making a big start on getting a new oiled surface on all the Jefferson Highway in this parish and when this is finished the autoist will find a beautiful strip of road through a fine country. We have offered two acres of ground at our plant free of charge to Louisiana State Fair for the use of the tourists during the fair, after which we hope to have a permanent free camp a little nearer to the fair grounds, but still on the J. H.

We extend to the members of the J. H. all over the country an invitation to visit our plant and use the camp ground when passing through Shreveport.

Hoping to have you again in the South before long I am

Yours truly,
 WILL MERCER.

FROM MISSOURI TO MINNESOTA AND CANADA

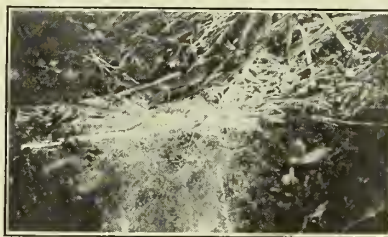
A 4,000-Mile Journey Among the 10,000 Lakes

— Build Roads Now — Build Roads Now — Build Roads Now —

Carthage, Mo.

Dear Mr. Clarkson:

After traveling the Jefferson Highway as far as Bemidji, eleven weeks in Minnesota and one in Canada, covering 4,000 miles, we have reached home with Missouri air in every tire. We are ready to testify that the 10,000 Lakes are all there. We were impressed with the enormous auto travel—machines from nearly every state. The remarkable amount of road work on the highway required frequent detours, but underlying any annoyance therefrom is the knowledge that it will be simply great when finished. The highway will need to be doubled in capacity, to handle the traffic. We found one filling station in Iowa where they were able to put fifteen gallons in a twelve gallon tank—and it bore the sign of J-H Garage. We found one citizen of Owatonna who objected to visitors coming in to "wear out their roads," and the reply that something over \$1,000 we had expended along the way would likely take care of our part—did not seem to reach him. We found tourists and residents uniformly courteous and hospitable; had good fishing, saw plenty of evidence of moose, deer and one bear. We ran over a part-ridge in the roadway, and convinced a farmer's good wife that it had not been unlawfully killed and no violation of law to cook it for us. We spent several hours on the Flute Reed River watching beavers at their work. John Eliassen, near



Beaver Dam on Eliassen Farm, on Flute Reed River Road

cellent gravel road through the woods country between Duluth and the Canadian border. Why not a branch of the



The Roadway From Duluth to the Canadian Border. Good For 35 Miles Per Hour.

Jefferson Highway to connect with this road at Duluth?

Before the existence of the highway we would not have undertaken such a trip. When I applied to a local banker for traveler's checks he said: "What? Going to Minnesota like everybody else! We have issued more traveler's checks for northern travelers than in all our history before. Why can't we get some of the people from that country down this way?"

Tell them to come. We will be glad to have them wear out our roads.

C. A. BLAIR.

— Build Roads Now —

REGARDING MEMBERSHIP DUES

Staples, Minn.

Jefferson Highway Association:

I just came back from a little vacation trip and found your notice on my desk about membership dues. I am glad to enclose herewith my check. I appreciate now more than ever the marked highway. It sure is a convenience to the traveler and we found the Jefferson Highway the best marked and also in the best state of repairs.

Yours truly,

(Signed)

M. O. BERG.
Gower, Mo.

Jefferson Highway Association:

Enclosed please find check for \$5.00 to cover my membership fee. Very sorry I had overlooked this and glad you sent a second notice.

Yours respectfully,

(Signed)

J. L. HALFERTY.

Owatonna, Minn.

Dear Mr. Clarkson:

Enclosed please find check for \$5.00 Jefferson Highway dues 1920. A great many people "Ask John" if they are on

the Jefferson Highway when they drive by our office. We are glad to help in this small way to keep up the best road in our country.

Yours truly,

"Ask John"

(Signed)

JOHN H. DINSMORE.

Muskogee, Okla.

Dear Mr. Clarkson:

I am enclosing herewith application for membership in the Jefferson Highway Association and also check to your order for \$6.00 to pay the membership fee.

It was my pleasure on yesterday to drive over a considerable portion of the Jefferson Highway in this county which I found to be in first class condition. I thought you would be pleased to receive this information.

With kindest personal regards, I remain.

Yours very truly,

(Signed)

BENJ. MARTIN,

Vice-Pres. Commercial National Bank.

Staples, Minn.

Jefferson Highway Association:

Enclosed find check of \$5.00 for my annual dues. You are certainly putting the J. H. on the map and we have had an immense traffic over it this season.

Our county has spent \$20,000 on our sixteen miles from here to Lincoln and we now have a road we are not ashamed of.

Yours for continued success,

(Signed)

H. J. DOWER.

Gower, Mo.

Jefferson Highway Association:

I am enclosing my check for \$5.00 on membership.

If there are any members down this way that are back on dues, if I can help you in collecting them let me know.

Yours,

(Signed)

PAUL M. CULVER.

— Build Roads Now —

WOMAN IS BELIEVER IN HIGHWAYS BETTERMENT

That woman is beginning to realize her automobile responsibilities, and is quite ready to meet them, is clearly demonstrated.

Since the coming of the automobile the number of women drivers has been increasing by leaps and bounds, and while certain ones have contended that this would bring a multiplying number of accidents on country roads and in city streets, exactly the reverse is found to be the case.

The average woman operator is more cautious than the average man, and while at first she may have some difficulty in learning all traffic regulations, when she does familiarize herself with the rules of the road she is most painstaking in her observation of them.

While there may be a division among men as to highways improvement matters, women are practically unanimous on the subject, and in exercising the voting franchise there is no doubt about how milady will cast her ballot.



The Boss and Work of the Beavers

Hovland, last winter marketed 50 cords of pulp wood from his home forty, every tree being cut by these same beavers. Am sending you a small photograph showing the trees cut by beavers while we were there; a photograph of the ex-

NOT AUTOMATIC BUT SHOWS MOMENTUM

It was very gratifying to the general manager as he lay in the hospital unable to do much but study the J. H. mark which adorned the pole in front of the window, to have the assurance reach him from remote parts of the territory that various classes of highway work were proceeding according to program as evidenced by the following correspondence:

E. P. Modin, cashier of the Security State Bank of Middle River, Minn., wrote:

With an abundance of faith in Jefferson Highway and with a desire to be of service, as well as to be permitted to boost the "J. H.," the citizens of the villages of Middle River and Holt in Marshall County, Minn., are glad to have been permitted through your office to become individual members of the association.

In accord with the above, you will find enclosed two membership lists, one from Holt and the other from Middle River. Each of the lists contains a subscribed membership of fifteen, a total of thirty in the two towns. Accompanying enclosed you will find also our draft on Minneapolis, Minn., to your order in the amount of \$180.00, being at the annual rate of \$6.00 for each member to include a year's subscription to "The Modern Highway."

Will you kindly acknowledge receipt to the writer of the enclosed and if you will at the same time give us suggestions as to forming and carrying on the local organization, I shall be most thankful. Will you also say if it is your desire and suggestion that a permanent association be formed at once and that officers be named?

C. M. Weeks of Garyville, La., wrote:

It is a pleasure to report to you that the Parish of St. James is now laying gravel again, and if they can secure sufficient gravel, it is their intention to complete the graveling of the St. James road on the east side, or Jefferson Highway side of the river.

They have something over four miles of dirt road left in St. James Parish which has not been completed as it has been a very hard matter to get gravel in this section of the country.

The St. James Parish roads seem to have had some careful maintenance attention as the gravel road of this parish is in very good shape.

C. J. Forsburg, cashier of the State Bank of Karlstad, Minn., writes:

I enclose herewith checks amounting to \$145.00 for twenty-nine individual membership dues. Jefferson Highway Association members from Karlstad, Kittson County, Minn., for twenty old members as per list enclosed and nine new members for four years as per signed agreement enclosed. Kindly issue receipts to individual members and mail receipts to me. I am advised that some of the members from Karlstad have sent in their annual dues direct.

Considerable work and improvements have been made on the Jefferson Highway through Kittson County this year. The entire distance between Karlstad and Hallock has been graded, the road between Halma and Bronson has been straightened and now follows the section lines. The highway through this county

is now in good condition, except that pole markings and signs need the attention of the pole marking crew.

(Note—The pole marking crew of the north end of the highway has reached Benton County, Minnesota, but report the weather is getting very snappy for painting so it seems doubtful if Kittson County will be reached this fall. If not the work will be finished as early in the spring as possible.)

Adolph A. Dahl, vice-president Trail, Minnesota State Bank, writes:

It was with pleasure I read the article in your October issue of The Modern Highway by Sam E. Hunt of Red Lake Falls, Minn. No doubt a trip like that one that he and his party took up to the neighboring county of Clearwater did a lot of good, and it probably started them doing something. As we all know that something was needed to be done on that stretch between Bagley and Clearbrook.

I can also assure you that when you come up this way again you will see some change in the road through our county of Polk. It is now being graded, and it is one of the best grades in this part of Minnesota. The contract is also let for the graveling of the said grade.

I can also assure you that Trail and community are all in for, and will cooperate and do all they can to make the inter-county inter-state run for 1921 a big success.

We would like to give you a feed if it can be arranged.

— Build Roads Now —

IN THE MOVIES

President's Office, New Orleans, La.

October 22, 1920.

Dear Mr. Clarkson:

Yesterday afternoon our Good Roads Bureau supervised the taking of motion pictures by both the Pathe and Fox film companies of the marking of the Jefferson Highway in New Orleans. The last post on the highway was marked by the undersigned and will show to the motion picture public, the completion of marking the 2,400 miles International Jefferson Highway connecting Winnipeg with New Orleans.

The Louisiana section of the Jefferson Highway was marked by Mr. and Mrs. N. J. Gardner and D. W. West, the latter putting the white marks, Mrs. Gardner stencilling the Jefferson Highway mark and Mr. Gardner putting on the blue border. Marking of the poles along the route of the highway in this city will be completed by Saturday of this week.

For your information and for the information of the readers of "Modern Highway" we would suggest that you watch the Pathe and Fox films, especially during the month of November, when these films will be shown all over the United States and later in foreign countries.

Members of the Good Roads Bureau join me in expressing the hope that you are in much better health.

With kindest personal regards, I am,

Very truly yours,

WALTER PARKER,

Pres., Jefferson Highway Association.

GOOD ROADS AND FIRE PROTECTION

One of the many ways in which the rural home owner is repaid by his investment in hard-surfaced roads is in fire protection. In a large number of cities, small towns and villages a well-equipped motor fire apparatus is available in an emergency, provided the streets are so improved that a department can make the run.

A typical example is the agreement recently entered into by Grand Rapids, Mich., with certain surrounding townships. The agreement with Wyoming Township states that the township expects "fire protection covering all properties adjacent to the city of Grand Rapids, and accessible to good roads within the township of Wyoming." The city will be repaid on a predetermined scale for each call answered by any unit of the fire apparatus.

Agreement is made that in calling for assistance all alarms by telephone will be called back to obviate false alarms, so far as possible. The person calling for assistance will be asked to hang up the receiver and that number will be called back and the call for help confirmed before the apparatus leaves the station.

It is not reasonable to expect a municipality to furnish free fire protection to the inhabitants of the surrounding country. Failure to provide some arrangement in advance, always leads to confusion and dissatisfaction with consequent inability to secure help when most needed. The Grand Rapids way is excellent, and establishes a precedent for action which may and should be taken by all townships with paved roads, adjoining municipalities which can furnish fire protection.

— Build Roads Now —

WHY I LIKE MY FARM TRUCK

No matter how bad the flies may be my truck will not stamp its feet, switch its tail or kick over the tugs.

It will not shy even when it meets a lunatic hurrying to the graveyard astride a motorcycle.

At night I can walk in the barn without fear of being kicked into the next world.

When I need it I know exactly where it is and I do not have to look in all the likely, and then the unlikely places in a hundred-acre pasture before I can convince it that breakfast is about to be served.

My truck will not lie down and roll in a cow-lot and then look injured because it has not been curried. It does not blow its nose in my face or use my Sunday shirt in lieu of a handkerchief.

My truck walks twelve miles an hour with a two-ton load and trots eighteen miles an hour when empty.

When I drive on the scales at the stockyards I am not afraid that some sight or noise will cause it to hoist its tail and run away; I climb down and satisfy myself that the weigher is using the scales to weigh my load and not to figure his income tax.

And my truck isn't going to get tangled up in a wire fence the night before I want to start hauling my crop to market. Also, cup grease is cheaper than gall cure, and it takes me farther.

AUTOMATIC AUTO PARKING

The Advantages of a Systematic Method

— Build Roads Now — Build Roads Now — Build Roads Now —

FAILURE of many motorists to park their cars closely alongside other parked machines about the square, is forcing many motorists to take their cars to inconvenient parking locations on side streets on busy days and nights. During the busy hours of many days of the week, motor car drivers must drive on other sides of the square from where they have business or away from the square entirely to park their cars.

It is estimated that 25 per cent of the parking space about the square is wasted by the practice of cars parking widely apart, yet not leaving enough space for another car to pull up to the curb. The practice causes considerable inconvenience to shoppers and other car drivers, who have business to transact in the district on rush days.

There is no ordinance regulating the space parking of cars but a general understanding exists that cars should be parked as closely together as possible.

One traffic policeman says that on Saturday nights especially, a traffic officer should be detailed to regulate the parking of cars. Last Saturday night both sides of the streets in the business center were so jammed with motor cars that not another car could be crowded in. "Yet there were wide spaces between many cars" the traffic officer reports, "and had they been properly parked very many more cars could have found ample parking space."

Very many farmers who drive autos come in on Saturday night after their work is done to do their shopping. Others from neighboring towns come in on the same evening to supply their week-end requirements.

"If those shoppers cannot find parking space, they are likely to drive on to where the parking problem has been given proper attention and this city, in the end may lose their business," a dry goods merchant says. "This could be easily avoided if the city council would have someone to direct auto drivers in parking cars."—Press item from a city of 10,000 population.

In regard to parking the thought will occur at once that traffic men can not personally oversee the proper parking of cars when they are arriving by tens and twenties.

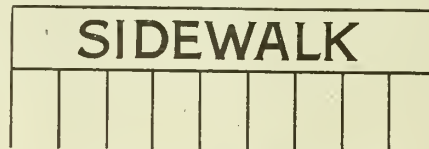
Any successful parking method must be automatic, the traffic man's business being to call to account those who fail to properly park.

In Indianola, Iowa, the following automatic method has been in use some time:



The parking district is laid off by white paint marks similar to the above diagram. The driver of a car must park it between the marks so that hubs and fenders clear both marks.

In another city the marks are put on as per the following diagram:



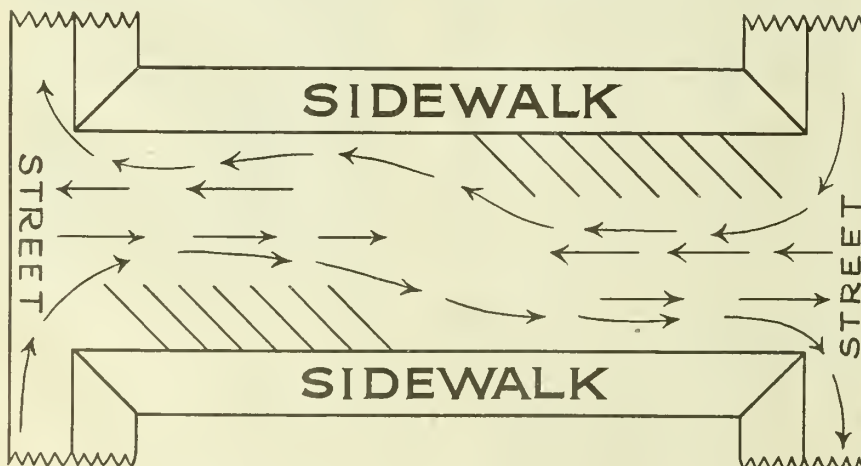
In either case the cars may be backed in or headed in.

In some places gifted with wide streets both of the above forms of automatic parking are put in the center of the street leaving the sides open for traffic.

A firm but sensible enforcement of the regulations soon will do away with all violations and every foot of space can be used when needed.

The parking of cars parallel with the sidewalk has many serious objections, but seems to be necessary in narrow streets. One city has solved the problem as below.

This leaves room for moving traffic to pass and an opportunity to stop and land passengers on part of every block except on streets so narrow that one way traffic only is possible.



GOOD ROADS AID APPEARANCE

Have you ever compared the farmstead on an improved highway with one on a dirt road? Why in the former are the buildings in so much better shape, the fences up and in a state of repair, the fields spick and span, the house grounds well kept and hedges trimmed, while in the latter the buildings are unpainted? Strange as it may seem, the difference is caused by the road.

— Build Roads Now —

NEW STANDARD CROSSING SIGN

A new railroad grade crossing signal is to be adopted throughout the country to replace the time-honored "Stop! Look! and Listen!" device. The new design consists of a metal disc having a black rim and a cross dividing it into four quarters. In the two upper quarters are the letters R. R.

These signs are to be placed at all railroad crossings in Pennsylvania and New York in the near future and ultimately will be extended over the entire United States. Each sign will be placed 300 feet from the tracks and will be of a height that can be readily seen by the motorist. By agreement with the Pennsylvania railroad that company will furnish the signs for this state, and the state highway commission will be responsible for the placing and maintenance of them. The standard design was adopted by a joint committee of the American Railway Association and the National Association of Railway Commissioners and has the approval of the American Automobile Association.

— Build Roads Now —

WHY NOT CO-OPERATE?

The love of contest and strife is so deeply ingrained in the human organism and the exhilaration of rapid motion so stimulating that it is only just to say that speed contests and violations of speed laws have their origin less in recklessness and a disregard for the law but rather in the novelty presented by a more efficient mode of road locomotion.

If motorists and horse-driving farmers are occasionally not on the best of terms, the reason is to be found in a disinclination to become better acquainted, as it were. We all know the farmer who refuses to turn out with a persistency worthy of a better cause; but we also know the motorist who will thunder through a town on a Sunday, scattering the church-going population right and left. A "please" now and then, and an occasional "thank you" will work wonders.

THE FATAL GRADE CROSSING

The Heavy Toll Exacted From Motorists

— Build Roads Now — Build Roads Now — Build Roads Now —

SEVENTY per cent of those killed or injured at grade crossings in a three-year period were motorists, according to figures compiled by the Interstate Commerce Commission and just given publicity by the American Automobile Association, which through its touring, good roads and legislative boards, is preparing a nationwide agitation on this vital phase of highways travel and transportation.

"Three times as many American citizens were killed or injured at grade crossings in 1917, 1918 and 1919 as were killed and injured during the Revolutionary War," states M. O. Eldridge, the A. A. A. director of roads, who gives the American casualties in the principal battles as 6,600 and places the grade-crossings killed or injured for the three-year period as 19,668 men, women and children, of which 5,605 died of their injuries within twenty-four hours of the accident.

In spite of the combined efforts of railroad and highway officials and automobile clubs, the total number of accidents continues annually at about the same rate. The number of such accidents and deaths for the calendar years 1917, 1918 and 1919, as compiled by the Interstate Commerce Commission, is indicated as follows:

Killed at grade crossings in three years 5,605, injured 14,063, total 19,668.

These accidents include all persons who were injured or killed by railroad trains striking or being struck by trolley cars, automobiles, or other vehicles and by trains striking pedestrians. A great majority of these accidents have occurred to motorists, as will be seen from the following figures:

Motorists killed in three years 3,446, injured 9,767, total 13,313.

Thus it appears that nearly 70 per cent of those injured and killed during the three-year period were motorists and that such deaths and accidents are steadily increasing from year to year. In fact, there were nearly 14 per cent more motorists killed in 1919 at grade crossings than in 1917.

During the half year ending June 30, 1920, there were 1,302 motorists killed at grade crossings in the United States.

That preventive measures are becoming more effective in some states than in others because of grade crossing eliminations, more cautious driving, and the protection of crossings by gates, bells, etc., is indicated by the fact that the deaths occurring are not always in direct proportion to the number of machines registered in those states. For instance, while New York gained first place in registrations, more motorists were killed in Ohio. Likewise, Pennsylvania, running third in 1919 registrations, has fifth place on the death list. Massachusetts was tenth in registrations, but twenty-fourth in fatality matters. Connecticut was twenty-third in registrations, but thirty-fourth in grade crossing tabulation.

More people were killed in Delaware in proportion to the number of machines registered than in any other state. Florida occupies second place on this unenviable list:

In South Dakota there were fewer motorists killed in proportion to the number of machines registered than in any other state. Massachusetts occupies the second place on this list, with Maryland third.

It is practically impossible to eliminate all grade crossings on account of the expense involved.

The Pennsylvania Railroad has already spent \$66,000,000 in grade crossing elimination, but it is estimated that it would cost \$600,000,000 to wipe out the remaining 13,000 crossings.

"There are thousands of grade crossings, however, which could be eliminated by relocating the main highways and by confining the bulk of the highway traffic to one side of the railroad," comments Mr. Eldridge. "Very frequently the highway will wind back and forth across the railroad tracks and this without apparent reason.

"I have in mind a highway in Arkansas which crosses the main line of an important railroad nine times in a distance of less than thirty miles.

"The great majority of accidents occur at unprotected crossings over double track railroads where one train may prevent motorists from observing the approach of another train, or where the railroad tracks are obscured by embankments, buildings, trees, or shrubbery. On the other hand many accidents occur where the tracks are clearly visible in both directions. Such accidents may be attributed to plain carelessness or foolhardiness on the part of the drivers.

"It would seem that since the elimination of grade crossings is the only sure method of preventing accidents, this work should be continued as rapidly as funds can be secured," concludes the A. A. A. official, who urges that "every possible effort should also be made to protect the public from accidents on existing crossings and to impress upon the drivers of all motor vehicles the necessity for extreme caution."

Timberlake Motor Co.

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During the year just past we retailed over \$43,000,000 worth of merchandise; this means St. Joseph has an equally fine reputation as a shopping center; the St. Joseph stores compare favorably with those of any city in this country and of this also we are very proud. With modern conveniences and equipment for the accommodation of the general public, with prices lower than the average in cities of even larger size, with easy accessibility of location and with the spirit of co-operation, a welcome in St. Joseph means a hearty welcome, opportunity to purchase at saving prices, a range of merchandise broad enough to satisfy any taste and pleasant recollections of profitable and satisfactory dealings. The St. Joseph Stores Association takes pleasure in making the welcome to the stranger within our gates one long to be remembered for its mutual advantages.

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Plymouth Clothing Co.

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Hirsch Bros.

The Bon Marche

Regnier & Shoup

National Garment Co.

The Princess Shop

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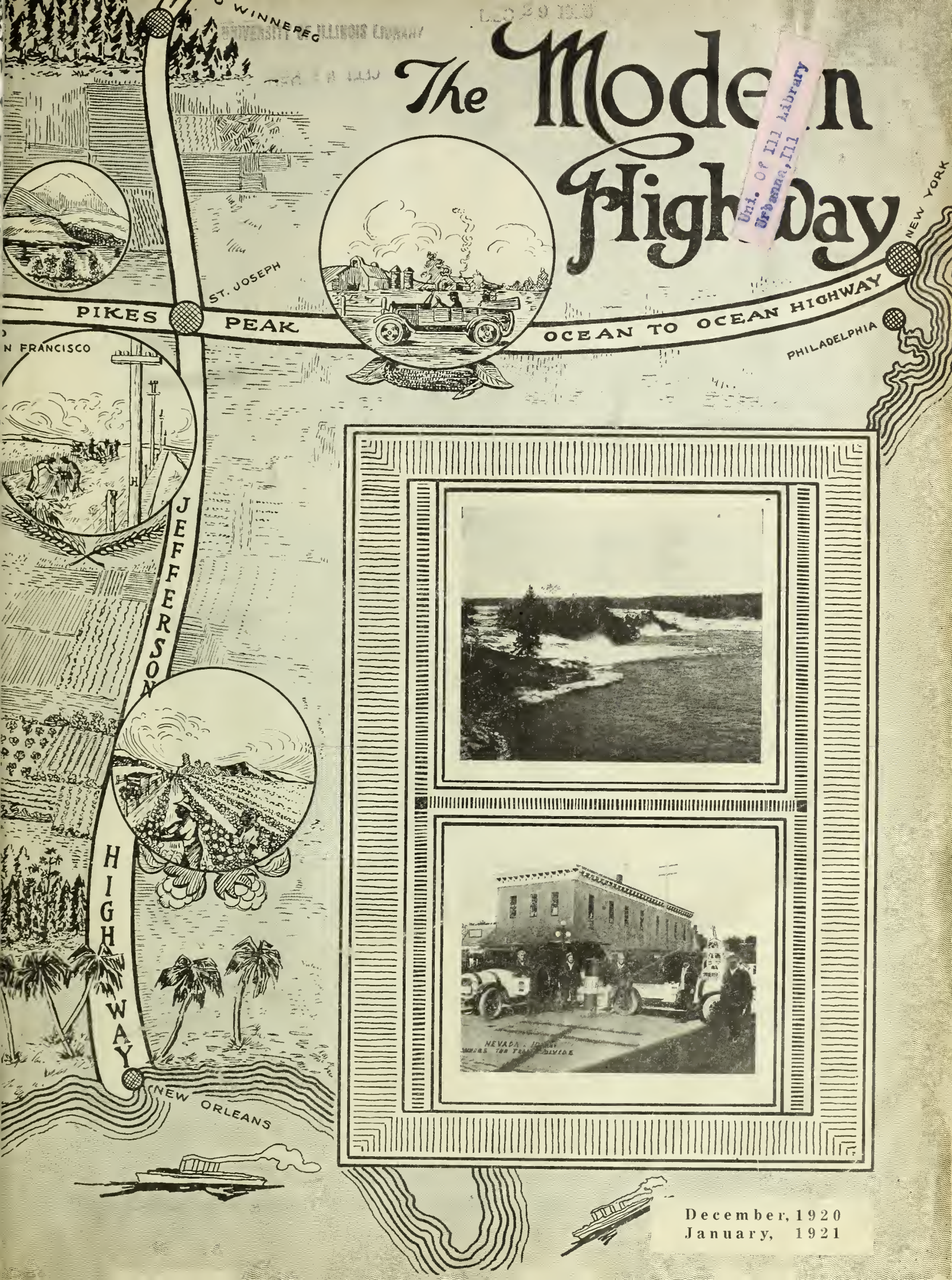
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Townsend, Wyatt & Wall

Potlitzer's, Outfitters

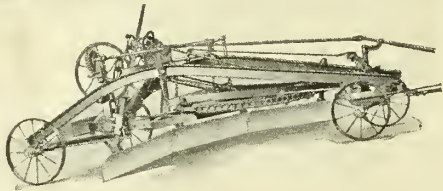
The Modern Highway Day

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Urbana, Ill

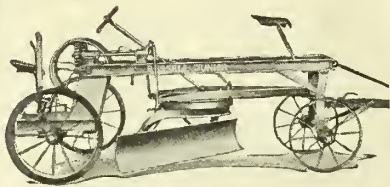
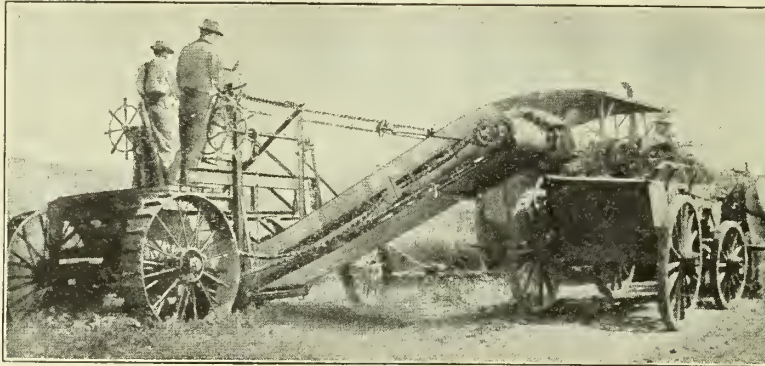
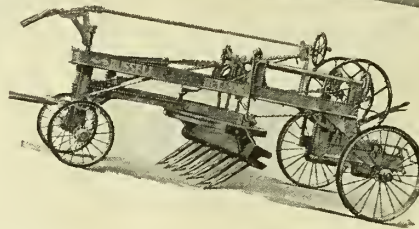


December, 1920
January, 1921

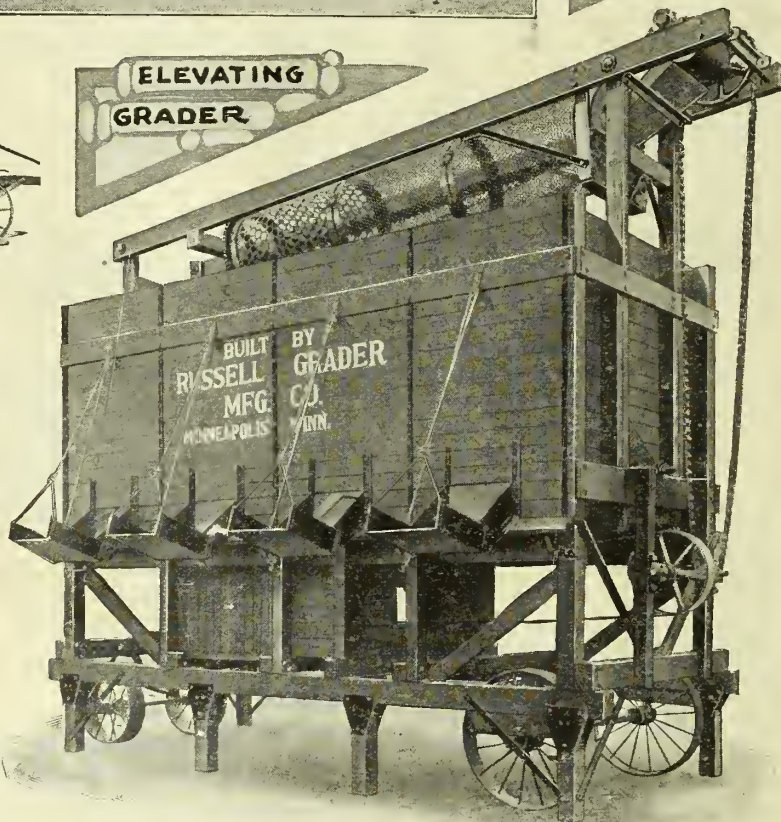
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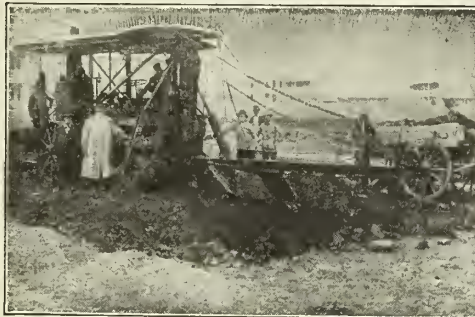
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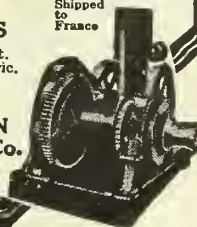
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The Modern Highway

Formerly "Jefferson Highway Declaration"

Volume 5

DECEMBER 1920—JANUARY 1921

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THE FIFTH ANNIVERSARY

Progress and Growth of the Jefferson Highway

— Build Roads Now — Build Roads Now — Build Roads Now —

IN order to push any enterprise intelligently it is well at stated periods to take account of what has been accomplished. The germ of pessimism is ever present in the human mind and the most potent force to dissipate its full influence is to marshal a regiment of facts to oppose it.

Five years ago the Jefferson Highway Association was formed in New Orleans. Under the intense excitement of the moment some one proposed the slogan "Hard surfaced in 1919," but it requires more time to make an international highway than to make a slogan.

Notwithstanding that we have not made good on the program outlined by the emotional slogan, we have accomplishments to our credit that would have been termed impossibilities if a list of them could have been read to that convention on the sixteenth of November, 1915. This in spite of the fact that fully one-half of the five-year period we were compelled to mark time by unforeseen war conditions.

No attempt will be made to go into detail in making up the schedule of Jefferson Highway accomplishments. They can be grouped under general headings.

It has secured already a business far beyond the fondest hopes of many of its supporters and is always included by a large majority of the towns that possess its franchise, in any list of their important enterprises, **but our goal is yet before us.**

It has a local and international identity. 15000 marks and signs identify its course and its name has become so well known that no well informed highway authority omits it from any quoted list of modern highway enterprises, **but our goal is yet before us.**

It has secured the moral support of a great army of people and the financial support of such a number that if the latter were stationed equi-distant on the Jefferson Highway they could wig wag a message from New Orleans to Winnipeg, **but our goal is yet before us.**

The popularity of the Jefferson Highway as a transportation route in spite of the fact that it was not "Hard surfaced by 1919" is such that hundreds are now enjoying, in anticipation, the trips they are going to make over it in 1921, **but our goal is still before us.**

The hardsurfacing is coming along apace as witnessed by what is already built, but more particularly by notable events happening in the natal month of the highway viz—

—Minnesota voted for a measure providing for the financing of 95% of the J. H. in that state.

—Missouri took similar action providing the finances for 100 per cent of the J. H. in that state.

—Kansas provided a way for willing ones to secure good roads.

—The same month saw the good roads people put in the saddle in Oklahoma.

—The last election did a similar service for the good roads people of Louisiana.

—Texas, by local efforts, is approximating her ambition.

—Manitoba has hung up a promise that when the traveler over the J. H. can reach the Minnesota border on the J. H., on a good road, he will have no need to navigate in Manitoba and they have the reputation in that country of making good on promises.

Verily our list of assets is quite encouraging and should induce us to press forward to that goal which is still ahead of us.

MINNESOTA REJOICING AND LOOKING FORWARD

My Dear Mr. Clarkson:

The best news of all is that Amendment No. One carried at the election on November 2 by an overwhelming majority.

This Amendment to our state constitution permits the state to issue bonds to the extent of \$100,000,000 for building and maintenance of state roads. The main lines over the state to be hard surfaced. The Jefferson Highway among the first. This money is to be raised by a tax on motor vehicles—they to be exempt from all other forms of taxation.

We are all feeling jubilant over the general feeling of optimism in regard to the future of our public road system. The good road boosters of Morrison County, and Little Falls in particular, appreciates more than ever the meaning of this forward step taken by good old Minnesota.

The mighty impetus given to good roads in Minnesota by the Jefferson Highway, and the splendid boosting of the newspapers of the state for the past few years, prepared the public mind, and developed a desire for a better system of state highways.

We who live along the Jefferson Highway, realize the great benefit of having this great highway go through our county and city. Our merchants and business men know that it is bringing hundreds and thousands of cars to us each summer that would not come except for this well marked, well advertised, and famous highway. These visitors are leaving thousands of dollars in our city and county.

In fact, the traffic has been so great on the Jefferson Highway, that our roads could not stand up under it. The result was we put over Amendment No. One with a bang. Now we will have a permanent surface on the Jefferson Highway as soon as it can be laid down.

There are a few knockers to every worthy enterprise. But the live, progressive business men of Little Falls and Morrison County, are looking to the future of the Jefferson Highway as a business getter for our county and city.

With kindest personal regards, I am
Yours for the Jefferson Highway,
R. B. MILLARD.

KEEP THE HIGHWAYS OPEN

Clear Away the Snow. Let Commerce Through

— Build Roads Now — Build Roads Now — Build Roads Now —

THE HIGHWAYS are the nation's natural arteries, over which at one time or another, our entire commerce flows, for it is a fact that everything which goes into, or which exists as a finished product, finds its way over the nation's highways.

In the case of agricultural products, it is certain that the greater portion of them find their way over our highways before they reach the railways for transportation to points of consumption, while many of them depend entirely upon the highways as an instrument of transportation between the farms and the table of the consumer.

Therefore, if you live in a state situated within the snowbelt it is imperative that you prepare now for the coming of this winter's snow storms, so that the highways may be kept open that food and supplies for the manufacture of the nation's wares may pass over them with as little delay as possible.

The control of snow removal should be vested in the state highway department, division of maintenance or repair, for those roads comprising the state highway system. The county should be vested with powers that make it mandatory to remove snow from all important county highways not on the state system. The city should have an organization for snow removal and extend its areas of work to the city line on those streets or roads that connect with the main county or state highways, and should not confine city snow removal to the congested sections only.

Highways, like railroads, must be regarded from a utilitarian point of view and not as mere accessories to other agencies of transportation to be used only infrequently.

The removal of snow is just as important as the building of new highways, for unless the highways are kept open at all times their use is lost to the commercial interests of the nation, in many cases, for a period of months. Humanity would suffer great losses if the railroad companies permitted snow to block the way and halt the free and steady flow of commerce. Such a condition could not be permitted for it would entail great privation and much suffering. Transportation over the highways in all parts of the United States has become an important link in the recently formed trinity. It not alone relieves the railways when congested, as has so ably been demonstrated, but it is moving overnight on short distances up to 100 miles, a gigantic tonnage of agricultural and manufactured products.

When the inland waterways freeze over an added burden is thrown upon the highways, and unless the snow is removed such necessities as milk, vegetables and coal do not move freely.

Every state and county should have a method of organization for repair, maintenance and snow removal.

If there were little or no demand for traffic during snowy weather, the cost of snow removal would still be justified. If snow is permitted to melt on the roadbed,

it tends to soften the subgrade and loosen the base under the wearing surface. Evidence of these damages may be seen after heavy snows in the late winter and early springtime. There is another and secondary consideration that is almost as important. What happens to the roads themselves when they are left uncleared of snow for any length of time?

If snow is not removed on a truck highway, the traffic will gradually break its way through when a thaw begins. The traffic will create one or two sets of ruts or tracks. This constant tracking in the same rut produces disastrous results on the road surface, making future repairs difficult and exceedingly expensive.

Keeping the road free from snow allows more uniformity in the action of the frost and other elements and tends to neutralize their effect on the subgrade and the base. A larger percentage of road repairs is due to winter traffic than to summer traffic. There is only one reason for this—the neglect of our highways during snow times.

Inadequate provision for snow removal in the United States in 1920 caused a business loss of \$500,000,000.

The loss in New York City alone is estimated by the Merchants' Association to have been \$60,000,000 in twelve days last February.

Are we going to profit by experience and prepare for 1921, or are we going to continue paying the cost that our neglect fastens upon us?—National Automobile Chamber of Commerce.



RAIL RATES FOR MOTOR TRUCKS

Encouragement for Small Lot Hauling

— Build Roads Now — Build Roads Now — Build Roads Now —



THE motor truck branch of the automobile industry is much encouraged by the increase in railroad freight rates. Their trucks have been increasing competitors of the railroads for freight in the last six years. Higher rail rates should divert more and more business to them.

This is true particularly of shipments in "less than carload lots." Examination of schedules published by the railway executives shows that freight thus classified pays 25 to 33 per cent more in increases than carload lots. The motor truck has long been a bidder for shipments of small lots. The owners of the motor truck express companies that cover the main highways between large cities in the closely populated states should experience an expansion of business as a result of these higher rail rates on small shipments.

On a 28-pound tub of butter moving from the Chicago packing house to Philadelphia the rail increase is 10.8 cents, or about \$8.64 for a ton. On a bushel of potatoes from the nearby Jersey fields at Swedesboro the increase is 3.6 cents, or about \$1.33 a ton of 37 bushels. On a barrel of apples sent from the orchards near Penn Yan in central New York state the increase is 25½ cents, or about \$4.60 a ton. On canned fruits from the canneries near Cambridge, Md., to Philadelphia the increase is \$1.76 for the ton. On dressed meats from the Chicago packing house the rail increase is \$9.68 per ton.

All these additions give an advantage to the motor truckman outside of the great gain in time over rail freight, which may occupy from a week to two months in covering the routes mentioned, dependent on the degree of congestion and the working of priority regulations. Owing to ruinous delays during the last year many manufacturers of small and valuable products have been using the motor truck to the exclusion of other carriers. This has been a useful resort in the de-

livery of seasonable goods which suffer most from delays in transport.

It is estimated that under ordinary road conditions the five-ton truck will drag to market for the shipper a five-ton trailer, giving a total load of ten tons. The increase shown by the railroad rates on such ten-ton lots of farm products ranges from \$13 nearby to \$86 at such long distances as that of Chicago to the Atlantic Coast. If the motor truck can save the increase to the shipper and consumer, it will establish itself on many new routes.

A saving of the minimum amount, \$13 on a daily trip from the nearby shipping point, would give for 300 working days \$3,900 a year. At this rate the truck and trailer would quickly pay for themselves.

The Boston manufacturer who has been compelled to send his shoes to Philadelphia by motor truck will find no inducement to resume rail shipment in the increased rates now demanded. He can put about 4,800 pairs of men's shoes aboard the five-ton truck and trailer. For a similar shipment by rail there has been added about \$28. The difference is an additional incentive to the manufacturer to continue the use of the much faster truck.

The truck not only speeds the manufacturer's delivery, but it is loaded at his own door and unloaded at the door of his agent or customer in the distant city. Thus two local wagon or truck hauls between warehouses and freight stations are saved. This same advantage is obtained by many other shippers and is one reason for the great growth in the use of motor transportation.

There is no reason to doubt that this comparatively new vehicle of commerce is about to enter a period of nation-wide development. Low freight rates have long been an obstacle to this growth. Their removal cannot fail to stimulate it.—Financial America.

BETTER ROADS MAKE CHEAPER FOOD

In computing the cost to the farmer of producing and marketing a crop, the item of haulage between farm and town is likely to be overlooked; yet it is not a small item by any means. A report of the department of agriculture says that the wagon (or motor truck) haul from farm to shipping point of the marketed portions of the average corn, wheat and cotton crops costs farmers something like \$50,000,000 a year. The crops referred to furnish, of course, but a comparatively small part of the total farm-to-market haulage. Besides other grains, there are vegetables, fruit, poultry, dairy products and livestock to be hauled.

Statistics gathered by township and county correspondents and field agents of the bureau, of crop estimates over the country gave 6½ miles as the average distance between farm and market. This distance will gradually decrease when the railroads resume construction. As the railroad mileage increases in settled regions the wagon haul will grow shorter, and improvement of country roads will enable farmers to haul larger loads, and make more trips in a day. In 1906 a day's haul of wheat was a fraction over 56 bushels; in 1915 it was 112 bushels. Since then, on account of the interruption of building of both steam and wagon roads, there has been comparatively little gain.

Such gains as have been made in the last ten or fifteen years have been offset more or less by the increased cost of horses, of feed and of farm labor; but there is undoubtedly room for greater gains in the same direction. First of all, it is a question of better roads—a question of more real concern to farmers than to everybody else put together.



The Way They Do It in Bakersfield, California

WINTER USE FOR FARM TRUCKS

Trucks Are Turned Into Busses

— Build Roads Now — Build Roads Now — Build Roads Now —

THOUSANDS of farm children, scattered the length and breadth of the country, are daily going to school in motor busses. The busses call at their homes in the morning, take them to school and return them safely in the evening.

The use of motor busses for the transportation of school children has been brought about by the increasing number of consolidated schools. In Iowa alone this year between 75 and 100 new consolidated schools are open, and a majority of the children are taken to them in motor busses.

There is no denying the fact that the motor busses, which really are motor trucks with large passenger carrying bodies, have made these schools available to a great many children who live at a distance too great for a daily trip by horse-drawn vehicles. The speed of the trucks makes a trip of ten miles only the matter of an hour, allowing for numerous stops for other children. The same distance by buggy would take at least twice as long.

Taking the children to the consolidated schools by motor truck has opened a new field for truck-owning farmers. By substituting a passenger body, with parallel seats, the truck is readily converted into a conveyance that will carry twenty or more children. Some trucks equipped with

tops are converted into passenger carriers by the addition of seats and backs and side curtains.

An instance of how a truck owner can keep his machine at work throughout the winter at a good profit is that of Dewey Stevens, a prosperous power farmer of Washington County, Iowa. Mr. Stevens has 440 acres, and farms as much more rented land. He believes in power on the farm, owning two tractors, a motor truck and an automobile, and finds them indispensable for his farming operations.

The consolidated school in his neighborhood is of especial interest to Mr. Stevens, as he has five children, four of them of school age. One of the sons, Robert, aged 14 years, is even more interested in the tractors and trucks than his father, as he puts in a good share of his time operating both types of auto-motive machines.

During the last summer Robert spent most of his days in the seat of the truck. He hauled the grain from the thresher, helped his father get 2,000 hogs to the railway loading chutes eight miles away, hauled hogs for a neighbor; in fact, drove the truck on all the jobs that are done for farmers.

This winter Robert has a contract to carry the children in his neighborhood to the new consolidated school, which was completed just previous to the school

opening. The truck, with Robert at the wheel, is a speedy one of a ton and a half capacity. It has been fitted with seats along either side, each seat having an upholstered back. This truck, converted into a motor bus, daily will take eighteen children to school, the distance going and coming being twenty miles. The state has a fixed rate of 25 cents a mile for transporting school children, making the daily return for two hours' work of the truck \$5. And this at a season when otherwise the truck would be idle most of the time.

Some of the neighbors were doubtful about the ability of such a young boy to drive a truck with safety to the children, but after watching Robert handle the machine over the clay roads after a rain-storm, the doubters were turned into admirers of the skill of the boy. Of course, when the roads are bad, Robert's father will do the driving.

Consolidated schools were designed primarily to give the children on the farm as good school advantages as those who live in towns where there are high schools. After the schools were started and had demonstrated that the idea is correct, there was the difficulty of getting the children who lived the farthest away to and from the schoolhouses each day. The motor bus has solved this problem to the satisfaction of school boards in hundreds of districts, and it is coming into use for this purpose more rapidly every day.

The busses that collect the children and take them to and from school in Bakersfield, Cal., are shown in the illustration.

SCHOOLS TO TEACH ROAD RULES

Inclusion of courses designed to teach children the "Rules of the Road," will be urged upon school officials throughout the United States shortly by the textbook committee of the highway and highway transport education committee of the bureau of education. While it is yet too early to say definitely what the recommendation for these courses will contain, some indication can be obtained from studies which are under way in the Detroit public schools as well as in some others.

In Detroit, for example, the work starts with the kindergarten, where the child is taught to exercise care in crossing streets, always waiting on the corner until he is sure that nothing is approaching within a half block.

Later, as the child progresses to the elemental grades the course is broadened and the element of personal responsibility enters into the course, together with more detailed instructions as to rules of safety, always in language which is easily understood and which is confined to fundamental principles.

As a supplement to the vocal instruction, traffic games have been found a valuable teaching adjunct in Ohio schools, the child learning more readily in this way and also becoming more interested.

Thus, for example, in one kindergarten one child is selected as the traffic "cop." Others represent buildings, others machines, others are pedestrians crossing the street. The "cop" has a traffic sign with the words "go" and "stop" on it, and the pedestrians proceed according to the signs.

While no definite statistics are available to show all the causes of the many fatalities and accidents on streets and highways, it was the feeling of members of the highway and highway transport education committee in a general discussion of the subject at their recent meeting in Washington, that one very definite reason is in a lack of understanding of rules. If the child can be taught care, the rules so learned will remain with him as he grows and not only will he have a better appreciation of safety as a pedestrian, but if he becomes a driver of an automobile, a street car motorman or a locomotive engineer, his early training will always stand him in good stead.

As a further point which will be emphasized, it is hoped that to a certain extent at least, parents may be reached through their children, as the child's interest in his games will naturally lead to his describing them to his elders.

— Build Roads Now —

OUT OF THE MUD!

St. Paul Pioneer Press: It is the solemn judgment of this newspaper that the people of Minnesota, in passing the good roads amendment—as they apparently have done—have taken the most progressive step in the history of the state.

The great modern problem is transportation. Here in Minnesota the Pioneer Press believes we have settled it. We are going to spend the enormous sum of \$100,000,000 on a 7,000 mile system of all-weather roads, constructed to carry

any traffic they can be called upon to bear. It is actually difficult to comprehend the full significance of this tremendous decision. At one stroke, so to speak, Minnesota steps from a place in the rear into a place in the vanguard of American commonwealths. She has met her biggest problem, and has met it magnificently, and this newspaper, which was first in advocacy of the so-called Babcock plan, congratulates her people from the bottom of its heart.

Much remains to be done. The roads are not yet built. That is a huge task. But we have confidence in the legislature and in the state highway department and we feel sure that both will measure up to the great responsibilities which now confront them. The campaign for the amendment was without the slightest regard to partisanship and the carrying out of its provision should be on a similar plane.

— Build Roads Now —

GOOD ROADS SPEED CONSTRUCTION

The service that can be effected by good roads never was better illustrated than by the quick work done in constructing the Kerckhoff Dam on the San Joaquin River about forty miles from Fresno, California.

The dam is situated at the bottom of a narrow canyon and in order to get materials and men to the site of the dam, to the power house several miles further down stream, and to the various portals of the tunnels, about sixteen miles of road had to be constructed. The soil was soft and rather sandy and soon it became evident that the roads would need considerable care if they were to stand up under the heavy traffic.

Soon after work was begun the problem of maintaining the roads in first-class condition was taken up and it was decided to water them every night. In addition to the watering considerable grading was done wherever needed and after these methods had been in operation a short while the roads began to grow firmer. They stood up under the heavy loads in excellent fashion and because of the service they rendered the San Joaquin Light and Power Company was able to construct the dam in record time.

The Kerckhoff Dam contains 23,489 cu. yds. of concrete and drilling was started May 20, 1919. The first concrete was poured on August 12, and the dam was completed December 15 of the same year.

— Build Roads Now —

KEEPING AHEAD OF THE GAME

Road maintenance, if it is to be efficient, and satisfactory, must be constant. "Eternal-vigilance" may be the "price of liberty," but most assuredly, it is the first and foremost thing in any maintenance program.

Maryland has about 1,100 miles of waterbound macadam, shell and gravel roads, which cost from \$3,000 to \$7,000 per mile for the gravel and shell, and from \$6,000 to \$12,000 for the macadam. Under its system of maintenance, these

roads are carrying a tremendous amount of traffic, and when interest, depreciation and maintenance costs are figured, it will be seen that they are carrying it at a very low cost.

The writer is convinced that no type of road can be maintained without the patrol system. It is sometimes necessary to supplement the patrol system with a gang, but roads only can be properly maintained with constant attention, which might arise, or to aid in case the system the patrolmen alone can give.

Following this to a conclusion, the patrolmen must be supplied with materials close at hand, to meet any emergency which might arise, or to aid in case the system should break down. Material for spring patching, must be delivered in the fall or summer, so as to be on hand when needed. This was thoroughly demonstrated in this state last year. The winter was the most severe on roads ever known, because of the excessive amount of hail, sleet and snow.

A track for motor cars and trucks was easily made through the hail, which was about eighth to ten inches deep, and as the hail became compacted from thawing and freezing and from additional snow and sleet, no more tracks were made, so that for two months, all traffic was confined in a single track. Trucks and cars, under such weather conditions, invariably use chains, which add materially to their destructive action. Under this traffic, shallow ruts were made in practically all the macadam, both waterbound and bituminous. In some cases, these ruts were through the surface treated course only but some were much deeper.

Had not stone and bituminous materials been available to start patch work immediately when the ice disappeared, these roads would have suffered tremendous damage sooner. Some of them would have been damaged to the point of destruction. As the materials were available in two weeks after the ice left, the ruts had all been patched, and in a month the roads were again in perfect condition.

The writer desires to emphasize the fact that without the patrolmen, this could not have been done, and without having the material previously delivered; the patrolmen could not have functioned. During that particular season, no stone could have been acquired because no quarries were operating and even if they had been, it would have taken considerable time to have delivered the stone to the point where needed. Then to have hauled heavy loaded trucks over these roads in that condition would—to say the least—have done them no good.

On the gravel roads this was particularly true. Material, which is obtained locally, could not be hauled, because of the soft condition of the road, so that only material previously delivered, was available.

Incidentally, any bituminous materials which will not stand freezing have been discarded without consideration by this department as unsatisfactory for patching, regardless of their other qualities as it is necessary to be assured that any material available is satisfactory.—Successful Methods.

THE MODERN HIGHWAY

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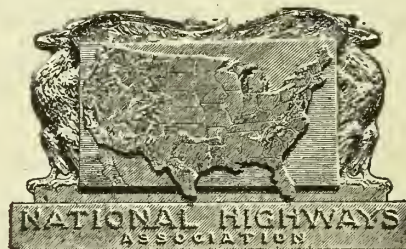
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Volume V DEC., 1920 AND JAN., 1921 Number 11-12



Notice of Directors' Meeting

The annual meeting of the Board of Directors of the Jefferson Highway Association will be held in St. Joseph, Mo., Tuesday, January Eighteenth (18th), 1921.

Walter Parker,

Attest: President.

J. D. Clarkson,
General Manager.

Red Lake Falls, Minnesota, Dec. 2nd, 1920.

Dear Mr. Clarkson: At the regular meeting of the Red Lake Falls Commercial Club, last night, it was brought to the attention of those present, that you were on the road to rapid and complete recovery from your recent illness, and would soon be around again at your regular duties.

This was indeed, good news to receive, and a vote of the Club was to express to you, in writing, our sincere and deepest feeling of pleasure and gratitude at your recovery, and Best Wishes for many, many years of continued good health.

Sincerely yours,

RED LAKE FALLS COMMERCIAL CLUB,

By W. H. Fisher, Secy.

ROUT STEP—"NORMALCY"

Shortly after the completion of the great suspension bridge between New York City and Brooklyn, it is related that a regiment of soldiers was marching across it, keeping step. When fairly on the bridge, it began to sway in unison with the tramp of the regiment to such an extent that it seemed about to break.

The rythmical tramp of the soldiers set into motion the mass weight of the structure itself, which was many times the load it was carrying—a circumstance that had not been provided for by the engineers who constructed the bridge.

The officer in command who, it is said, happened to be an engineer, surmised the cause and fearing for the safety of the bridge under the continued impact of the tramp, tramp, tramp of those thousand soldiers, ordered the regular step broken. Immediately the vibration subsided, the regiment passed over in safety, and the bridge was uninjured. The factor of safety in the bridge was many times the weight of the regiment, but the engineers had not planned for such sledge hammer blows as was given it by the steady rythmic tramp of a thousand men.

This incident in mechanical affairs is recalled by our present experience in financial and mechanical affairs. The present structure of society in the United States is in many respects like that of the suspension bridge. It is strong enough to carry in safety, many times the weight of our daily affairs. No allowance, however, has been made for the rapid surging and swinging from one extreme to the other, that has been made possible by the rapid welding together and unifying of information and sentiment most highly specialized in the last five years, induced by the excessive stress of war conditions and made possible by our improved means of almost instantaneous communication. This very seriously deranges industrial and financial enterprises in which the time element enters very largely, notwithstanding the additional guy wires which have been added to the financial suspension bridge in the form of a Federal Reserve Bank system.

Originally this system was intended for a guy wire to steady the financial structure, but some of those in charge under stress of war conditions, made a tow line of it, which added to instead of allaying the disturbance in the original structure.

Under the conditions described, the prices began the tramp, tramp, tramp upward but there seemed to be no financial engineer in command to order "Rout step" until the danger was so imminent that the hysterical manner in which the command was given was an aggravation of the condition. Many understood the command to be "About face" which did not result in the lessening of the dangerous vibrations set up by the same kind of movement in the opposite direction.

Noting that the command has been interpreted "About face" instead of "Rout step," that great army of producers, the farmers, is trying to interpose its bulk and weight to avert disaster, but all signs, up to the present writing, indicate only a change in personnel, hinging on the question of who shall be hurt first and not the introduction of a system for the eventual salvation of all.

During the recent political campaign, a new word has been coined. This custom seems to be necessary owing to the habit of words to get hide bound. This new word is "Normalcy." Without discussing the authorship of the word, may we not hope that when it settles down to real work in the very near future, it will be found to have some such meaning in relation to the movement of our affairs as the command "Rout step" has in relation to the movement of a troop of soldiers—not changing the direction or destination of the moving organization, but only removing those particular elements which threaten the usefulness and continuance of other organizations and structures which, in the end, will be found quite necessary to the continuance and ultimate success of the infringing organization?

Whether "Normalcy" ever gets into the dictionary or not, let us hope that when put into practice it will perform the functions of nullifying the concerted rhythmic movement of any body of people when the continuance of such movement spells disaster to others in the proper, peaceful and lawful present.

By all means, "Rout step." Let's have "Normalcy."

— Build Roads Now —

OZARK PLAYGROUNDS A LIVELY YEARLING

The Jefferson Highway Association from the very first, has regarded the Ozark region as within its exploitation area and a great unorganized asset of the highway, but it is no longer unorganized.

Aroused to the value of the great undeveloped asset they possessed, by the unsolicited flow of tourists to the region, a voluntary organization was formed at the close of the season in 1919, to exploit the tourists values of the region, under the name of The Ozark Playgrounds Association. A fund of some twenty-odd thousand dollars was raised, for a publicity campaign in nine mid-western states.

The annual meeting of this association was held in Joplin in November and it possessed all of the distinguishing marks of a high bred high stepping yearling. To a practical observer in attendance, the delegates who numbered well up into the third hundred, all acted like people who had just made a pot of money on a small investment and were anxious to get in on an enterprise which possessed such an assured outlook for even larger dividends in the future.

Last year, desirable results were secured because they had the goods to sell and the public were made acquainted with that fact, by a publicity campaign, skillfully conducted under the leadership of Ross E. Burns, President, and J. J. Manlove, Active Secretary of the Association. That their efforts were satisfactory was evidenced by their reelection for another year and the providing of a largely increased fund for 1921 publicity.

The entire Jefferson Highway, even to Winnipeg and New Orleans is interested in this development of the Ozark Playgrounds to some extent, and the middle

distance is very much interested because of the increased traffic which will result over the Jefferson Highway, which enters the Ozarks area at its western gateway, passing through Jasper, Carthage, Cartersville, Webb City, Joplin, Galena and Carl Junction.

As a two or three days run is nothing uncommon for a tourist, seeking a desirable place for a vacation, the Jefferson Highway towns as far north as Indianola, Iowa and as far south as Greenville, Texas will probably observe a material increase in traffic to the Ozark Playgrounds, when their publicity campaign gets into full swing.

In urging the desirability of a publicity campaign to secure increased tourist traffic, at the Ozark Playgrounds Convention, a speaker tersely put it like this:

"Any community likes to have successful people in its midst. Tourists are successful people or they would not be tourists. Hence it is desirable to scatter broadcast, our invitation to visit the Ozarks."

The response to this sentiment was a fund of \$30,200.00 to advertise the Ozarks Playgrounds in 1921.

The Ozark Playgrounds Association will experience no difficulty in securing abundance of traffic in 1921.

Any well-considered, properly directed publicity campaign, based upon real values, will always bring results. More especially, if appealing to people, as this one will be, who are already in the notion to travel with no (definite) place to go.

Successful strangers visiting a community, act as a tonic upon the disposition to get into a rut or devote too much time to self-laudation.

Lots of by-products will soon follow any concerted effort directed wholly to the securing of tourist traffic.

The value of the Jefferson Highway as a means of access to the Ozark Playgrounds, is manifest by the more than two hundred, five year memberships supplied by the thirty-six miles of territory covered by the Jefferson Highway in the Playground area.

— Build Roads Now —

GLAD TO CONTRIBUTE

My Dear Clarkson—Just received your notice to "pay up" and is is stamped "second notice," if you sent one before it must have been while I was away in August on a three weeks' vacation which myself and family spent motoring, mostly over the Jefferson Highway, and the first notice must have got lost in the shuffle. Here is your five spot, mighty glad to contribute it to the good of the cause. Hope you will use this and many others like it to properly mark the Highway through Minnesota, for I know from personal experience that much of the state is very poorly marked.

Very truly yours,

FRED. L. FARLEY.

(Note—Cold weather overtook the northern pole marking contingent in Benton County, compelling cessation of work for this season but it will be resumed in the spring and continued north till completed.)

CARRY TOWN AND STATE PENNANT

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MUSKOGEE

ON JEFFERSON HIGHWAY

OKLAHOMA

PENNANT IDEA ENDORSED

St. Joseph, Mo., November 16, 1920.

Dear Mr. Clarkson:

I just received the November number of The Modern Highway and have read the article on "Highway Pennants" with keen interest, and think it would be an excellent idea to follow this up with a plan to furnish these pennants through the headquarters of the Jefferson Highway and the Pikes Peak-Ocean-to-Ocean Highway, and place them in the hands of the motorists, through the Commerce Clubs, Automobile Clubs, or the Good Roads Clubs of the various towns and cities along the highways.

By taking this subject up at this time, the various organizations could order in advance through headquarters and by buying in large quantities they could be furnished to members at a minimum cost. This is only offered as a suggestion and hope that it may be of benefit to the organization as well as to the individual members.

With kindest regards and best wishes,

Yours sincerely,

J. E. COMBS, Treasurer.

— Build Roads Now —

LIKES PARKING SUGGESTIONS

Fort Scott, Kansas, Nov. 17, 1920.

 Jefferson Highway Association,
Gentlemen:

We publish, monthly, a little house organ—called "The Safety Zone"—of which we enclose two copies.

On page 20 of the November issue of "The Modern Highway," you have an excellent article on "Auto Parking" and we believe that all or part of it can be reproduced to very good advantage. We feel that the influence exercised through the distribution of about two thousand copies of "The Safety Zone" may be considerable. May we have your permission to use that article, and, also, can you, without inconvenience to yourselves, loan us the three cuts that are used? They will be promptly returned just as soon as we have finished with them.

The article on page 15, captioned "Facts About Auto Insurance," is a good one. In fact, we regard this November number as an exceptionally good issue.

Very truly,

 The Western Automobile Insurance Co.,
Geo. H. Wittram, Agency Manager.

— Build Roads Now —

A VALUABLE SUGGESTION

J. Lonsdale, of Sauk Rapids, Minn. writes

"Herewith find check of \$5.00 to pay annual subscription, due on July 1st. I have been away from home and neglected paying when due.

I noticed, during a trip in Iowa, much road draining being done on the Jefferson Highway, but after the extermination of the soft wood brush and trees, neglected. They should be killed for one hundred feet on each side of the drain or the fine roots will creep in and make what tilers call Muskrats inside the tiles and in a few years completely obstruct the drain."

R. D. NIBERT, MAYOR OF BUNKIE, LA.

And a 365 Day Highway booster, who has just returned from an inspection trip of the J. H. markings put on through his state, under his direction writes:

"The general sentiment expressed along the road is that the work is well done.

"A few days ago an additional road tax was voted in the Morrow District of St. Landry parish, and this is another step in the construction of what is now the worst proposition we are up against in this state."

"The Constitutional Convention, which will be held in March will, we think, make it possible for the session of Legislature, which is likely to follow immediately to put over some sort of a state highway program, and the indications are that such a program will include the creation of a system of state roads, such roads to be either completed by the parishes or by the state, but in either event to be controlled and maintained under state supervision."

"The chances are that such a program will provide for certain bridges, one of which would be a bridge across the Atchafalaya."

— Build Roads Now —

J. H. CLOSED WEEK ONLY

Carterville, Mo.—Frank Newton, county engineer announced today that the Jefferson highway from Carthage to Carterville will be closed for a few days, long enough to grade 600 feet of road on the Carterville side at the Lakeside bridge.

At the luncheon of the Carterville Chamber of Commerce, Wednesday the organization decided to protest the actions of the county court and the engineer, but Mr. Newton said that the court is carrying out orders received from the government. It was thought by the chamber that the road would be closed for more than one year, but the highway will be re-opened by the first of next week and will remain open until the work of concreting begins next spring.

Signs directing traffic to other routes will be placed at the Carterville end of the road.

(Note—Why not detour signs at the Carthage end also? The J. H. is an international road. Why not apply the Golden Rule in this matter of detour signs? Surely there are people connected with the project who have traveled away from home in an automobile and know from sad experience what it is like to bump up against a sign "Road Closed" or "Road closed, go some other way," without the proper detour being indicated.)

— Build Roads Now —

DANGER IN CARTHAGE DISTRICT

Reports reach headquarters that serious accidents have occurred north of

Carthage, Mo., at the Coon Creek bridge and the Carytown culvert.

It is reported that the fills approaching these two structures are narrow and deceptive.

Surely this situation has not been reported to the efficient superintendent of the Carthage Special Road District or he would not allow two small defects like this to mar an otherwise fine stretch of road.

— Build Roads Now —

THE BEST INVESTMENT

Wadena, Minn.

Dear Mr. Clarkson—

We enclose our check for \$5.00 with a feeling that it is the best investment that we can possibly make for the betterment of our city, county and the best State in the union.

With the endorsement of amendment No. 1, given by the people at the election, we will have a hearty greeting for our neighbors to the south in our 7,000 miles of permanent hard surfaced roads.

Very truly,

CHARLES H. PIERCE, M. D.

— Build Roads Now —

IN SOUTHERN OKLAHOMA

Caddo, Okla., 11-17, 1920.

Dear Mr. Clarkson:

The Jefferson Highway through this county is in good shape, and I am informed that it is being put in good shape through Atoka County. I want to make a run up that way in a few days. I notice the McAlister people are busy and I am advised that they have their part of the road in good shape.

I am truly yours,

W. F. DODD.

— Build Roads Now —

THINGS COMING OUR WAY

 Northwood, Iowa, November 4, 1920.
The Modern Highway,

St. Joseph, Mo.

Gentlemen:

You will no doubt be interested to learn that Worth county, Iowa, voted to get out of the mud. While the majority will be small—probably not over 75—we who are deeply interested in the project feel that those who voted against the proposition will soon begin to realize that they have something worth while.

As you no doubt know, Worth county joins Cerro Gordo on the north and Minnesota on the south. It looks today as if Minnesota had carried the Babcock Amendment, which means state paving there, and with Worth and Cerro Gordo both paved there will be a continuous line of hard surfacing on the Jefferson Highway from the north line of Minnesota to Franklin county, Iowa.

That it may be several years before that result is attained is beside the question—the authority has been given and good roads advocates everywhere can look forward to better things on the old Jeff.

Yours very truly,

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By E. K. Pitman.



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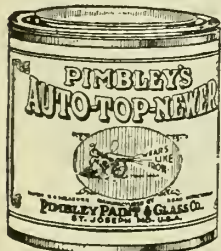
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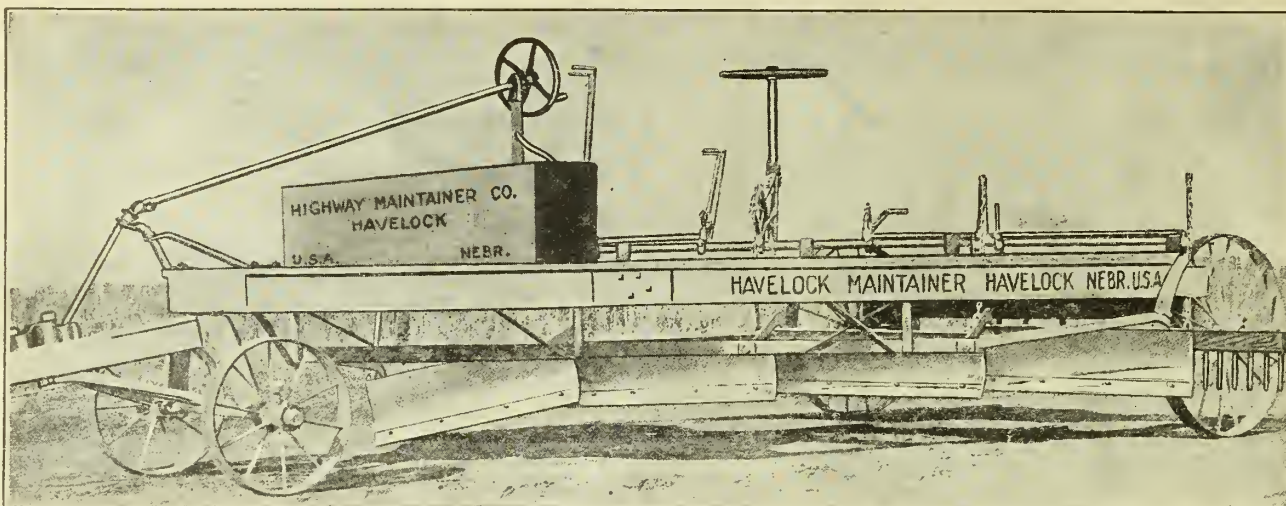
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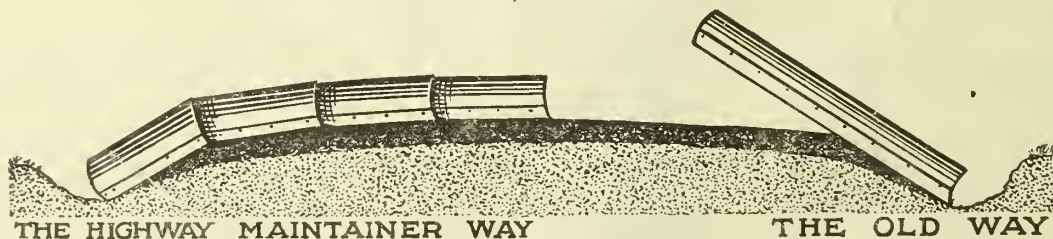
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